VALLEY OF THE MOON VINTAGE FESTIVAL
ASSOCIATION
REPORT OF CONDTTION

11-16-67

BALANCE FWD 1966 BALANCE		36. 40
INCOME:		
DONATIONS PRIOR TO FESTIVAL		1205. 73
DONATIONS AFTER FESTIVAL		565. 55
TOTAL INCOME		1771. 28
TOTAL OPERATING INCOME 1967 VINTAGE FESTIVAL ASSOCIATION		1807. 68
TOTAL EXPENDITURES 1967 VINTAGE FESTIVAL ASSOCIATION TO 11-16-67		1312. 41
CREDIT BALANCE 11-16-67		495. 27

A. Bertolucci
Treasurer
Vintage Festival Association

VALLEY OF THE MOON VINTAGE FESTIVAL ASSOCIATION 1967

STATEMENT OF INCOME TO November 16, 1967

NAME	AMOUNT.
MISC REFUNDS	5. 73
FLORA MCKEEL	25. 00
KIAWANIS CLUB OF SONOMA	100. 00
VALLEY OF THE MOON LIONS CLUB	100. 00
BUS. AND PROFESIONAL WOMENS CLUB	25. 00
SONOMA VALLEY WOMENS CLUB	50. 00
SOROPTIMIST CLUB	50. 00
ST. FRANCIS MENS CLUB	100. 00
VERDANT REBKAH # 99	25. 00
SONS OF ITALY	50. 00
WELLS FARGO BANK	25. 00
CROCKER CITIZENS NATIONAL BANK	25.00
SONOMA COUNTY MULT. LISTING SERVICE	100. 00
SIERRA NATIONAL BANK	15. 00
MOON VALLEY MOBILE HOMES	20. 00
A. TAYLER ANDERSON	10. 00
NORTHWESTERN TITLE GUARANTY CO.	25. 00
SONOMA TITLE CO.	25. 00
RICHARD ORR	25. 00
SAM SHAINSKY	25. 00
HENRY FRANKLIN FURNITURE	15. 00
OLD HOSS*ALGORDON	15. 00
V. LEVERONI	50. 00
MRS. EDGAR WAITE	100. 00
MR. & MRS. DEAN ASHTON	10. 00
SANTA ROSA SAVINGS AND LOAN ASSOCIATION	25. 00
SWISS HOTEL	25. 00
BOYES SPRINGS RESORT	15. 00
SONOMA INDEX TRIBUNE* MEMORIAL TO MRS. ALESTE G MURPHY	25. 00
SONOMA VALLEY CHAMBER OF COMERCE	100. 00
TOTAL DONATIONS RECEIVED PRIOR TO FESTIVAL	1,205. 73
ADOBE GRANGE # 796(25.00 less free lunches)	7. 55
SOROPTIMEST CLUB	4. 00
VALLEY OF THE MOON METHODIST CHURCH	10. 00
ST. FRANCIS MOTHERS CLUB	15. 00
LOYAL ORDER OF MOOSE	20. 00
VALLEY OF THE MOON LADIES AUX.	20. 00
SONOMA VALLEY CHAMBER OF COMMERCE	250. 00
SHELL VISTA FIRE DEPT. Received after report 60.00 -included in next report----	
SONOMA VALLEY JR. WOMENS CLUB	200. 00
SALE OF PROGRAMS	39. 00
TOTAL INCOME AFTER FESTIVAL	565. 55
TOTAL INCOME TO 11-16-67 *	1,771.28

VALLEY OF THE MOON VINTAGE FESTIVAL 1967 EXPENDITURES

	Check paid to	Check #	Reason	Amount
1	JEANS MIMEO	617	Printing	14.12
2	Jane Fehresen	701	Sect Supplies	3.19
3	H. MAYSONNAVE	702	4 Lunches girls	4.00
4	JEANS MIMEO	703	Printing	4.65
5	SONOMA INDEX TRIBUNE	704	Stationery	23.57
6	H. MAYSONNAVE	705	Supplies-misc	1.31
7	M. ORR	706	Petty cash	25.00
8	JEANS MIMEO	707	Printing	6.00
9	CITY HOSTESS SERVICE	708	Ad	31.00
10	CASH* CHURCHHILL	709	Childres parade	20.00
11	SPARKY SPARKS	710	Folk Dancing	25.00
12	H. MAYSONNAVE	711	Blessing of grapes	100.00
13	John Neville	712	Boy scouts Ind. vill	30.65
14	SAM SHAINSKY	713	Israli Dancers	25.00
15	H. MAYSONNAVE	714	Pomo Indians	25.00
16	RICHARD ORR	715	Misc. expense	140.00
17	STAGE CRAFT	716	Costumes	105.00
18	DAN RUGGLES	717	MISC COST. & MUSIC	16.14
19	JEANS MIMEO	718	Typing	2.00
20	SONOMA TRADING POST	719	Rope	12.50
21	~~PG&E~~ PG&E	720	Elec. Store	2.72
22	JAMES CROUCH	721	Plaza Cleanup	7.00
23	D. BRUNDAGE	722	Poster repros.	12. 60
24	WOODS PETERS	723	Photographs	173, 00
25	ST FRANCIS MENS CLUB	724	Free lunches	39.30
26	STAGE CRAFT STUDIOS	725	Del Charges costumes	3.10
27	WEERTS BROS	726	Ballons	52.92
28	SANTA ROSA BSA	727	Indian Village	50.00
29	D. CANIVARI	728	Ins.	175.00
30	SONOMA INDEX TRIBUNE	729	Printing	42.60
31				

ART LINDBLAD	730	Clown	25.00
TIM CANNARD	731	P/A Systen	25.00
MARY WINN EKSTROM	732	Puppets- show	50.00
VGM BOYS CLUB	733	Trophy -HS Band	10.00
SONS OF ITALY	734	Free meals	19.80
DAN RUGGLES	735	Misc expense	7.88
JEANS MIMEO	736	Printing	2.36

TOTAL TO DATE 11-16-67 1,312.41

A. Bertolucci
Treasurer, Valley of the Moon
Vintage Festival Assoc.

3/1/67

PRESENT: Betty Mann, Chairman, Don Brundage, Henri Maysonnave, Bob Lynch
Lois McVeigh For sake of brevity, will use first names in minutes.

DISCUSSION

Betty: said she had received a call from Dan Ruggles 3/1, who said he, Lee Shegog and others and "Vintage Players" in the Pageant are planning some sort of a gathering to raise money to pay off the back bills and possible future expense of the pageant. He said he sent a letter to Cannard, making making recommendations to the Board - never received - he asked delay in making any decision. He will have his recommendations at next board meeting, and said "they are waiting for outside information." Could this be Collier?

Henri: said Sen. Collier has complete file on possible of Vintage Festival as a fair receiving state funds, and that by law there is only so much money. There are now 3 in this county. He has a thought as to some $14 million left over last year from horse racing which was put in the general fund. See if we couldn't get some of this money by bringing out that Sonoma Valley is the birthplace of the Calif. wine industry, and work toward a viniicultural or agricultural fair asking help from the Vinicultural Society of California, Wine Institute, Frank Bartholomew and publicity toward this goal. It's obvious we won't get any money this year, but possibly in 1968.

Lois: In that case, if it looks hopeful for 1968, we should make every effort to continue it in 1967, because if dropped this year, the issue is a dead duck.

She also suggested, after looking over the 1956 financial report, that it is obvious that the pageant entailed too great an expense, the most of all, and that this should be dropped, with some kind of amateur entertainment subetituted. She also felt that the administrative expense to the Chamber was in too large an amount. The others were in general agreement.

Henri: felt that we should open the door to others - get some 6 chairmen and each take over one part of the festival. Lynch agreed, but felt there should be a coordinator to see that things are done.

Bob L: We should call a meeting of all interested parties, stating the C. of C. cannot sponsor it alone, financially, etc. The Chamber office can be used. Each director should promise a certain amount of time

Commander Ince, Skaggs Is., was suggested by several present as being able to put on a theatrical entertainment, and would probably be very willing to do so. Henri pointed out that they have the technicians, electrical power, etc. at the Island, and this might be an excellent substitute.

Lynch: Felt the C. of C. must take the leadership but it must be a community effort, not just that of the Chamber of the Vintage Festival Assn. ** (See note at end of minutes)

TENTATIVE RECOMMENDATIONS TO THE BOARD for "Save the Vintage Festival!"

1. We will call a meeting by letter or phone of Valley organizations, interested individuals, wineries, Temelec, Moon Valley, Hanna Center, Oakmont, and try to get many of the old timers in Vintage Festival work to be present.

2. We will ask every director to offer a certain amount of time. The Chamber will be headquarters, will do mimeographing, etc., and act as interim coordinator.

3. Set up several groups, allocate them s/function and ask them to finance their own function, and to do the work on this one part of the Festival themselves.

and/or suggestions

Following are functions/of the Festival that should be allocated:

1. Vintage Festival Ball Friday night. This used to be a lot of fun and a money maker.
2. Blessing of the Grapes, Sat. opening of the Festival - no cost.
3. Children's Parade, Sat. Native Sons usually take this on and probably could take over the little expense entailed.
4. Twinning Ceremonies - Sun.? By the City of Sonoma
5. Booths: (Fri.?) Sat. Sun. Possibly just 12, and just food booths, not games of chance. Ask each to donate so much ($50 ?) each to the Festival. Ask them to have attractive booths (each organization used to have its own??)
6. Programs as in former years, not as in 1966. The individual Vintage Festival program more than paid for itself through ads and sale. (around ~~$1200~~ $1000 more or less net)
7. Amphitheatre program in Plaza - Sat.: such as "Pictures of the Past", barbershop quartette contest; Sonoma State College program; Choral group.
8. Folk Dancers Sun. afternoon, and no payment should be made to them for their printed program or rental of Veterans Mem. Hall Sun.night.
9. Battle of the Pumpers - Fire Depts. which can be sponsored by local Fire Dept.
10. Whiskerino contest
11. Window displays - might get Calif. Wine Queen to be present.
12. Band concert - maybe Sun.
13. Teen-age dance ?
14. Community Center: Ask them to take care of their own activities, i.e., Art Show, Flower Show, Chicken BBQ
15. Pageant??? Or better some substitute??
16. Railroad Historical Society - get train here Sun. (Bob Parmelee)
17. Mission Belles - Rainbow Girls
18. Sonoma Valley Historical Society: Henri suggested a plaque to commemorate raising of the Americal flag first in north bay. (also suggested plaque to Vallejo tree, but some felt this not too necessary)
19. Publicity - look around for someone to handle it at no cost.
20. House Tour: If Festival, this should be major consideration in Spring.

Additional note from Lois: Sam Shainsky asked me to bring this up at the Committee meeting, and I completely forgot, but perhaps for his sake, this should be brought up at the Board meeting. These were bonds, issued to individuals in denominations of $10 by the Chamber in 1947 (and also the Sonoma Valley Athletic Club for construction of the Athletic Field). The Chamber bonds were to underwrite the rodeo in 1947, which was a financial loss, due to excessive rain, and very few of the bonds were redeemed. The idea was that this would supply money to be returned by lot at a later date when money was available. My only feeling against this is that many people have long memories, particularly those who didn't get their money back and perhaps this might be inadviseable. Sam himself never got back the $200 he invested, and there were many others who had no gripes, but there were some who were unhappy. Of course, this can be written off as a loss.

see page for note listed on page 1.

** Valley of the Moon Vintage Festival Association: It was explained by Lois that probably the current directors are not aware that the Valley of the Moon Vintage Festival Assn. is a non-profit corporation, registered with the Secretary of State of California in 1948. When the C. of C. was forced to take it over in 1960 (either 1960 or 1961 - this can be ascertained by the Minutes), Judge Grinstead had a legal procedure followed; i.e., each Festival Assn. director voted for each current C. of C. director to also be a director in the Assn., also the then current officers. Each following year, the new directors were elected by the old directors to be directors and officers of the Vintage Festival Assn. This procedure should have been followed each year thereafter.

Therefore, I cannot help but feel that unless the Festival is dropped completely, the C. of C. (and the accompanying Festival corporation) are responsible for the leadership, money, bills, etc., of the Festival, since this was the purpose of the Association when incorporated, as laid out in the by-laws. We were given the Articles of Incorporation, by-laws, etc., when the Assn. merged with the C. of C., but where they are now?????

Lois McVeigh

VALLEY OF THE MOON VINTAGE FESTIVAL ASSN. INC.

GENERAL MEETING
VETERANS' MEMORIAL BUILDING

Thursday, March 30, 1967, 7:30 P.M.

AGENDA

I. HISTORY & BACKGROUND

A. 1947: First "modern" Vintage Festival was produced, sponsored by the Sonoma Valley Chamber of Commerce. An earlier Festival had been produced on the Bundschu ranch in the late 1800's, and the thought of a "harvest vintage" Festival was brought up again by Frank Bartholomew and the late Mrs. Celeste Murphy.

B. In January, 1948, members of the 1947 Chamber committee met for the purpose of incorporating the Valley of the Moon Vintage Festival Association. This was done on March 10, 1948.

C. The Association then carried on the annual Vintage Festival until 1961, when it was taken over by the Chamber of Commerce again, due to lack of support and community interest in the Festival. Some $5,000 was also turned over to the Chamber, and kept as a separate account from Chamber funds; i.e., Vintage Festival account. Directors of the Chamber were also Directors of the Vintage Festival Association.

II. RECENT FINANCIAL BACKGROUND

A. The Chamber initially took on this project as a separate Committee involvement. Five persons were on the committee, with an appointed Chairman. As time went on, the Festival became more and more a commercial project, with more funds being expended each year. It had lost its original purpose seemingly, or that of a simple celebration to promote the harvest season. (Note the goals as outlined in the Articles of Incorporation in 1948.)

B. Last year, the Festival lost money, due to exceedingly large bills, and of course, this cannot continue.

III. VINTAGE FESTIVAL NOW: Where do we go from here?

VINTAGE FESTIVAL ASSOCIATION, INC; ITS AIMS

By Virgil W. Jorgensen, Director

First of all, let me point out, that the Association is incorporated as a non-profit organization and the members serve without compensation.

The question is frequently asked, "Why the Festival and what are the Association's aims?

The Festival itself is accepted as an enjoyable event which is presented for the Sonoma citizens and their friends.

The objectives of the Association is less evident and in need of clarification.

The Constitution of the Association contains two items of general interest as setting forth its principal objectives; the first item being "To produce, manage and direct an annual Festival to be known as the Valley of the Moon Vintage Festival"; and the second item being, "To sponsor and encourage the development of an historical environment where such a festival is to be held."

Specifically, this second item is interpreted as meaning the preservation of the historic buildings of Sonoma, and the encouraging of new construction and remodeling to be undertaken in harmony with the old structures.

As an initial step in accomplishing this end, the Vintage Festival is held annually -- stressing Sonoma's original major industry, wine making, presented with a background of Old Sonoma atmosphere. By this means, it is hoped to stimulate the interest of the Sonoma Citizens in their historic and picturesque environment -- and also to raise funds to carry out the association's program.

This program consists of a comprehensive study of the origianl architecture of Sonoma, with particular reference to the buildings facing the Plaza. The next step is to be an architectural presentation indicating a suggested scheme for bringing the existing facades in character with the original Town Square. During this process, public lectures will be held at which progress sketches will be shown on a screen -- accompanied by a commentator who will be a recognized authority in the field of historical rehabilitation. Discussions and comment will be asked of the citizens concerned.

It is anticipated that eventually, public sentiment will result in the adoption of an appropriate plan and enabling legislation to the end that we may preserve and recreate a town that will be unique in all California.

Historical Sonoma is so worthwhile preserving! There is enough of the original left to make it worth the effort, but certainly some inducement should be offered to prospective builders and remodelers to conform to a harmonious general scheme of architecture.

It is hoped that the citizens will see fit to capitalize on their major assets -- History, architecture, climate, location and a leisurely atmosphere of well-being, the latter their heritage from the "old timers."

The Association is composed of Sonoma citizens who have a deep appreciation of these assets, and they will look to the Planning Commission for cooperation in the attainment of their main objective.

VALLEY OF THE MOON VINTAGE FESTIVAL ASSN., INC.

Second meeting of Board of Directors. May 31, 1967, 7:30 A.M.
Chamber of Commerce Board room.

Present: Pres. Henri Maysonnave, Vice.Pres. Commander E. S. Ince, Treasurer Al Bertolucci, Secretary Jane Fehrensen, Anne MacKenzie, Don Brundage, Harriet Jones, Al Gordon, Edmond Heine, Sam Shainsky, Jack Adams. Guest: Wendell Schaal.

Minutes of previous meeting read and corrections made. Board approved of Mr. Schaal's presence for information regarding plans for folk dancing during the Festival.

Ince: Reported on the Monday evening meeting of the Planning Committee and outlined the proposed scope of the 1967 Festival. (See last page). Said this is an outline of the Planning Committee's proposals but this does not restrict discussion nor suggestions.

Motion: It was moved and seconded that the Board of Directors adopt this plan as the general theme of the 1967 Vintage Festival. Motion carried.

Ince: Urged that all people working on the Plaza and on various events be in costume, said costumes to be provided by the individuals. If costumes are rented, this is also a private and individual responsibility. If an organization sponsors an event, the organization is responsible for the prizes. Festival Committee plans theme and the Festival Director maintains aesthetic control over the Festival through the Planning Committee. Planning Committee wants delineation of its authority to be approved by the Board and will act in a temporary capacity until this authority is confirmed by the Board. FestivalCommittee wants to get away from mid-way atmosphere so booths should carry out the "turn of the century" theme and be designed to appeal to children. Booths will emphasize food, children's games and anything appropriate to the stated theme of the Festival.

Shainsky: Emphasized that the booths for the Plaza need reworking and painting.

Maysonnave: Any organization may submit ideas to the Planning Committee as these plans are only a beginning. Commended the Planning Committee for returning to the original concepts of the Vintage Festival. Public response has been excellent with many offers of assistance. City Attorney Alex Mac Mahon and staff have agreed to act as legal consultants to the Festival. Mr. Shainsky has agreed to chair the Finance Committee together with John Gilcrest and Al Bertoluddi. An account will be opened at the Bank of America for the Vintage Festival Assoc. Asked if Planning Committee still desired a fifth Member? Planning Committee wishes to give this more thought.

Heine: Asked if there was anyway that the proposed activities of the Vintage Festival be made known through the newspaper so people with special interests may volunteer their services. Owns 8 & or 10 wine barrells which might be used in some way. Suggested contacting Raymond's Realty for their buckboard and the possiblity of obtaining other ones. Shop classes at High School or Boy's Club might put such vehicles in good condition as a project.

Motion: Question of selection of Vintage Festival Chairman presented. Maysonnave presented name of Bud Churchill. It was moved and seconded that Harrison "Bud" Churchill be unanimously appointed Chairman of the 1967 Vintage Festival. Motion Carried.

Ince: Planning Committee suggests that ther be a well-planned publicity to return Festival to its former non-commercial nature. Good ideas should be translated into action.

MacKenzie: Assured Board of the co-operation of the youth of the High School and that they are pleased that it will be old-fashioned. Emphasized the need for quick action on policy as only 3 weeks remain of the school year and her group should know what is needed so they can volunteer their services and be working and thinking avout the Festival during summer vacation. Girls have volunteered to sew old-fashioned costumes.

Gordon: Commended the Planning Committee on its report and emphasized the need for pressure to pinpoint the projects that need immediate attention to sustain interest in these projects over the summer months.

Jones: Said Planning Committee meeting was extremely fine. Working on it is more exciting and creative than ever before as it is possible to learn from past errors. Suggested a country store in the Plaza as was done before.

Brundage: Suggested a reminder call before meetings to those who missed the previous meeting.

Fehrensen: Three young people from our sister city, Chambolle-Musigny will be spending several weeks withMayor Talbert Bean and plan to be present at Twinning Ceremony but must leave early Saturday morning of the Festival due to airline time restrictions on their tickets. Maysonnave suggested meeting with the Mayor and reporting back to the Board on this problem.

Next meeting: Wed., June 14, 1967, 7:30 A.M.

Adjourned 8:35 A.M.

Respectfully submitted,

Jane Fehrensen

Jane Fehrensen, Secretary

P.S. Also Bob, please do not let them disband before the May meeting, we need the Incorporation charter for the new group if there is to be one. To re-do all this legal work would be time and money consuming.

Thanks,

Flora

Sonoma, the, "Bear Flag City."
Monday, April, 24th, 1967.

Mr. Robert Cannard, President
Sonoma Valley Chamber of Commerce,
Sonoma, California.

Dear friend Bob;

Vintage Festival

As I read about the Boards decision in last weeks Index Tribune, to abandon the Vintage Festival, I was greatly dissapointed and quite perturbed. I felt that at least this could have waited till the May meeting which the Chamber has set.

However, after sleeping on this matter and pondering it over in my mind, I think the Board did a most noble thing and are to be congratulated on their move, though maybe in the interest of time, this should have been done in January.

As one who has never believed that this most wonderful affair should never have been turned over to anyone else other than its original founders, those who know, realize why and what has happened.

For the record, I want to make it known that I stand willing and able to serve in any capacity to help re-organize the Vintage Festival to its original status.

We have many dedicated workers and many other talented newcomers who have indicated much interest in helping to restore and preserve our rich historical heritage.

With positive thinking, I know we can and WILL have a Vintage Festival again this fall, it may not be big, but I know it will be a good one and do justice to the cause.

Lets all get behind this effort and make it so.

Henri Wagsonnaire

January 25, 1967

Mr. Robert M. Lynch
The Sonoma Index-Tribune
P. O. Box C
Sonoma, California 95476

Dear Bob:

As you requested, I have inquired as to the possibility of securing state financing for the Sonoma Vintage Festival. I have requested the opinion of the Legislative Analyst and, as the Festival is currently constituted, the prospects of obtaining state assistance do not look very promising.

His comments were as follows:

> "...we have concluded that the Vintage Festival is a nonprofit operation with its assets or physical properties probably belonging to private individuals or a nonprofit corporation. The state provides assistance to local fairs pursuant to Section 19627 of the Business and Professions Code but this is limited to county and district fairs. In other words, no assistance is available under present policies to any fair operation which is not publicly owned. It is probably that this limitation is necessary because of the constitutional prohibition against the use of public funds for

a nonpublic purpose. Therefore, before the Vintage Festival could be considered for state assistance, it would be necessary that it be converted to some type of publicly owned operation.

"Several bills have been introduced in recent sessions to add new local fairs to those now being partially supported by the state. None of these bills have passed and the Legislature has not increased the number of local fairs."

Without further information as to the nature and extent of financial assistance which might be expected from the state, it is difficult to obtain any detailed comment on the appropriateness of state assistance. Should you be able to provide me with additional information, I will be happy to pursue this matter further.

Sincerely yours,

WILLIAM T. BAGLEY

WTB:ar

August 25, 1967

Mr. Brian Taylor
San Francisco Examiner
3rd & Market Streets
San Francisco, California

Re: Valley of the Moon Vintage Festival, September 30 and October 1

Dear Mr. Taylor:

At our Multiple Listing breakfast meeting of Thursday the realtors discussed the possibility of contacting you in relation to getting a little bit of publicity for the above event and I was appointed as a committee of one to contact you.

Mr. Henry Maysonnave is the chairman for this year's festival and if you would place a phone call to him at 707-938-2479, I am sure he will give you the highlights in order that we can have a timely write-up for the event.

Sincerely,

Harry White

HW:jr

P. S. Mr. Bourdy and the other Sonoma Valley realtors send their respects.

VINTAGE FESTIVAL MEETING , May 1, 1967, 7:30 P. M. Veterans Memorial Bldg.
Robert Cannard, President, Chamber of Commerce presiding.

Bob Cannard: Expressed his appreciation of the good attendance, and felt that most at the meeting were very concerned about the future of this cultural event, the Vintage Festival. He said he was present in a dual capacity, as President of the Vintage Festival Assn. and of the Chamber of Commerce. When the Assn. was organized in 1948 there were a total of 7 directors. The Chamber took it it over in 1961, or 6 years ago, and the Chamber Directors, as Directors of the Assn. also, make a total of 18 directors (plus the past president, or 19). Therefore, there could probably be any number of directors decided upon. There were a great many bills awaiting the new Directors in Jan. 1967, but these have been gradually been paid off, chiefly through a loan of C. of C. funds to the Festival Assn. funds. There are at present no more Festival bills, and the County will reimburse the Chamber out of its advertising funds for this loan to the Festival Assn. He hopes to set up a pilot committee to nominate directors who will be elected by the Chamber directors (who are Festival directors)

Henri Maysonnave: We hope to have a good Festival and return to the old historical heritage.

Junior Woman's Club (Mary Martin?) are thinking of sponsoring a Spanish ball, with possibly a buffet dinner, band etc. They had a booth last year and made money, but are thinking of contributing to the cause this year. The ball would be a costume ball.

Beta Sigma Phi: Alice Ackerly: Are planning a food booth - things for children - get the pageant to return to its older theme and suggest Sunday afternoon only.

Ken Clewett - represents the Sonoma State Hospital. The Festival has three characterists (1) historical heritage; (2) friendliness; (3) importance of the beauty of the area.

Merchants' Assn. - Kay Adams - will help in any way possible.

St. Francis Men's Club - Aldo Serafini - will sponsor a booth and hope to sponsor the Blessing of the Grapes.

Valley of the Moon Boys' Club - Ed Johnson; felt a decision of membership of Pilot Committee should be made tonight - will help in any way possible.

Rebekah Lodge - Myra Tyler: just here to see what is going on.

Adobe Grange - Vera Small: Have sponsored a Chicken barbecue every year, although last year, they sponsored a taco booth in the Plaza. Will continue along these lines.

Sonoma Valley Art Center - Grayce Woll - will put on an art show as in the past; hope to advance money from last year and a little more to start this year's Festival off.

Sonoma Valley Woman's Club - Simone Berges: Will take care of the Information Booth - help with the windows - will have a cake booth - and donate $50.00.

Valley of the Moon Inc. - Edmund C. Heine - will help in any way possible. - he is an architect.

City Council - Paul Jess. Council is having a meeting tonight and members couldn't be at this meeting. However, the Council has made a pledge of cooperation to help with the Festival, and wish to be on the Pilot Committee. They have great plans for the twinning ceremonies - will have 3 young men from France who will he housed here at the proposed time of the Festival. Council cannot make a money commitment at this time, but will help with staff and personnel.

Valley of the Moon Garden Club - Harry Hertenstein - will again put on the Flower and Garden Show.

Sons of Italy - Mile Mulas said his group was one of the original boothholders, and might even be willing to sponsor the Festival themselves. He wondered why no wineries were represented and/that they felt should do more. (Alvin Gordon said Sebastiani, either Gus or Sam, had planned to be present but was sure they would cooperate.) He suggested Vern Bailey as Sons of Italy representative. Wants more games as in the old days and have them all in one place.

Lions Club - Al Bertolucci - His club voted a donation of $100. They <u>may</u> have a booth - not sure.

High School Junior Group - Ann MacKenzie is working on organization to help with both ideas and manual labor.

Valley of the Moon Community Council - would be willing to sponsor a street dance - might be able to get a strolling band. See suggestions as given to Cannard.

Alvin Gordon - has been around here for some 25 years, and felt that wine in the Festival was a great attraction, as in other areas of the world. The Festival has brought many people over the years - don't leave out the wine - Festival would lose a lot.

Skaggs Island - Commander Ince - will help with manpower and technical support as much as they can.

Native Sons of the Golden West - Louis Pellandini - mentioned the Native Sons put on a great celebration in 1946 celebrating the 100th anniversary of the raising of the Bear Flag. It was the first in the Centennial years. They have put on the Children's Parade in the past and will do it again.

Mrs. Harry Hess: Suggested wearing costumes, having guitars, etc., not only at the time of the Festival, but throughout the year. Suggested getting groups of talented Indians here for dances, etc.

Catholic Social Service - Dorothy Lathan - will give something compatible with the Festival and wish to be represented on the Committee. Thought of having a colorful Food Pavillion.

Soroptimist Club - Lorna Watkins - would like to help and wish to be on the committee.

Allene Buchenroth - Came here from Carmel, and feels Sonoma is very similar. Her interest is horses, and maybe this could help with the historical theme. Would be willing to work on this part.

Mrs. Denny - hopes the Festival will continue - keep the old flavor - decorations should be on the buildings and players and music on the balconies.

Harriet Jones - actually jealour of the innocense, artlessness and beauty of the early years. Windows used to be like museums, both comical and historical - even live models. Mrs. Frank Bartholomew (Buena Vista Winery) used to work very hard. Gradually too much changes and commercialism have crept in.

VFW and American Legion - Emmett Clynch - would like ~~tkh~~ the Festival to go back to the original theme.

Skaggs Island - Richard Orr - Before being in the service ran Frontierland at Disneyland (his wife was a dancer down there). Suggested dancing of that era. He has a degree in music - might be able to put on a dance at Festival time.

Grayce Woll - don't hire too many people as recently - get more volunteer laboe.

Dr. Allan Querin - is fairly new here, but notes that the same volunteers to it all the time. Financing and budget should be firmly set up so the Festival won't flounder.

Mel Lagbrurn (sp?) was at the San Antonio Festival which was on an extensive scale - day and night floats - celebrate Alamo, etc. - set up King and Court. He will write back there. Will be willing to donate art work.

Betty Mann volunteered to get names of other places and events.

Valley of the Moon Boys Club Auxiliary - Sharon Singleton - should work to get children's groups interested, PTA, etc. so there will be many events for children.

Ted Moore - Festival should encompass as much of the Valley as possible. Will contact people in Kenwood.

Names were taken of representatives from groups and individuals for the Pilot Committee which will meet next Monday, May 8, 7:30 P.M. at the Auditorium of the Sonoma Community Center. Meeting adjourned.

Lois McVeigh

****

5/2/67 - Jane Carter phoned and offered her help in any way possible. Is interested in public relations. Suggested Ralph Champlin who was at the meeting as the right person to contact. (LMcV)

V.F. Present at 1st meeting 1967

R. H. CANNARD	CHAMBER OF COMMERCE
LOIS MCVEIGH	" " "
HENRI MAYSONNAVE	" " "
AL MAZZA	SONOMA FIRE DEPT.
SHIRLEY DEBRUYCKER	WELLS FARGO
MRS. C. B. MILLS	S.V.WC.
MR. & MRS. HERMAN WOBKEN	S. V. HISTORICAL SOCIETY
MRS. BEVERLY STUART	ADOBE GRANGE
HAROLD BOWIE	" "
JOHN WEST	ST. FRANCIS MEN'S CLUB
MR. KOLZA	" " " "
TALBERT BEAN	CITY
NANCY PARMELEE	"
ED MOONEY	"
PAUL JESS	"
JOHN JOYCE	CROCKER CITIZENS
EDWARD JOHNSON	V.O.M. BOY'S CLUB
SHARON SINGLETON	" " " WOMAN'S AUX.
ROBT. M. LYNCH	SONOMA INDEX TRIBUNE
CAPT. EL J. ROSEN	
DOROTHY SIMMONS	V.O.M. FIRE AUX.
H. A. HERLENSTEIN	V.O.M. GARDEN CLUB
JAN DIMICH	JR. WOMAN'S CLUB
SHORTY GRIEWE	" " "
JEAN K. T. CARTER	RETAIL MERCHANTS
W. CARTER	
SIMONE M. BERGES	
V. W. BAILEY	SONS OF ITALY
LOUIE MINELLI	ROTARY
ROSE HASSELL	
WALTER HASSELL	
OWEN W. THOMAS	TEACHER
AL BRETT	BUENA VISTA
HENRY NORRBOM	
SAM SHAINSKY	KIWANIS
DANIEL RUGGLES	
GUS CHOCATOZ	MACHINIST
CHARLES AND ANN SANCHEZ	
MARY COCHRAN	
DON BRUNDAGE	CHAMBER OF COMMERCE
ODEN ROMWALL	N.S. G.W.
BETTY MANN	
JACK ADAMS	KIWANIS
~~JOHNNIE~~ WOOD, JR. (JOHN)	NAVY
E.S. INCE	"
J.J. GHIGGOLI	LIONS
MR. JENSEN	PETALUMA COCO COLA

28-

VALLEY OF THE MOON VINTAGE FESTIVAL ASSN. INC.

GENERAL MEETING
VETERANS' MEMORIAL BUILDING

Thursday, March 30, 1967, 7:30 P.M.

AGENDA

I. HISTORY & BACKGROUND

A. 1947: First "modern" Vintage Festival was produced, sponsored by the Sonoma Valley Chamber of Commerce. An earlier Festival had been produced on the Bundschu ranch in the late 1800's, and the thought of a "harvest vintage" Festival was brought up again by Frank Bartholomew and the late Mrs. Celeste Murphy.

B. In January, 1948, members of the 1947 Chamber committee met for the purpose of incorporating the Valley of the Moon Vintage Festival Association. This was done on March 10, 1948.

C. The Association then carried on the annual Vintage Festival until 1961, when it was taken over by the Chamber of Commerce again, due to lack of support and community interest in the Festival. Some $5,000 was also turned over to the Chamber, and kept as a separate account from Chamber funds; i.e., Vintage Festival account. Directors of the Chamber were also Directors of the Vintage Festival Association.

II. RECENT FINANCIAL BACKGROUND

A. The Chamber initially took on this project as a separate Committee involvement. Five persons were on the committee, with an appointed Chairman. As time went on, the Festival became more and more a commercial project, with more funds being expended each year. It had lost its original purpose seemingly, or that of a simple celebration to promote the harvest season. (Note the goals as outlined in the Articles of Incorporation in 1948.)

B. Last year, the Festival lost money, due to exceedingly large bills, and of course, this cannot continue.

III. VINTAGE FESTIVAL NOW: Where do we go from here?

10 Macomber Way
Danville Cal.
Oct 20, 1967

Sonoma Valley Chamber of Commerce
Sonoma, Calif.

OCT 23 1967

Dear Sir;

My family and I enjoyed your Wine Festival again this year. It is always a pleasure to visit your beautiful country. I was happy to see your local groups working together for the celebration.

In our little community we have a similar program to celebrate the 4th of July. It is a real ball for the kids. I will enclose a copy of our 1967 program and art show contest announcement. Stop in and see us on the 4th of July.

Sincerely,
Virginia Deaton (Mrs. Wm)

PROGRAM

San Ramon Valley's Annual

SIXTH OLD FASHIONED



sponsored by

THE SAN RAMON VALLEY
CHAMBER OF COMMERCE
July 4, 1967

VIRGINIA DEATON — GENERAL CHAIRMAN

OFFICIAL PROGRAM

OLD FASHIONED 4th CELEBRATION - 1967

JULY 4th

CHILDREN'S ART SHOW and SALE

Girls Gym 12:30 to 5 P.M.

CHAMBER of COMMERCE INFORMATION BOOTH

11:00 to 5:00

FIREWORKS - FOOTBALL FIELD _ 9:15 P.M.

8:00 to 11:00 — *PANCAKE BREAKFAST - Danville Rotary Club and Campfire Girls*

9:00 — *SOFTBALL GAME - Managers & Coaches of Minor vs Major League*

11:00 to 12:30 — *PATRIOTIC CEREMONY*

Master of Ceremonies - Cecil Borton

Flag Raising - Sea Explorers' Ship 201 Ray Bushman , Leader

Invocation - Rev. Glen Johnson , Pastor , All Saints Lutheran Church

Address - TV STAR BEN COOPER

Address Followed By Fast Draw Exhibit

12:30 to 1:30 — *CHILDREN'S RACES - Kiwanis Club*

1:00 — *LITTLE LEAGUE GAME - Major & Minor League 12 Year Olds*

1:30 to 2:30 — *PET PARADE - - Lions Club*

2:30 to 3:00 — *BICYCLE PARADE - Alamo Merchants*

2:45 — *GREASED PIG CONTEST - Fire Department*

2:30 to 5:00 — *SWIM-SHOW - San Ramon A.A.U. Swim Club* *2:30 Diving Exhibit* *2:45 R*

3:00 to 5:00 — *BATTLE OF THE BANDS & BEV-EL REVIEW*

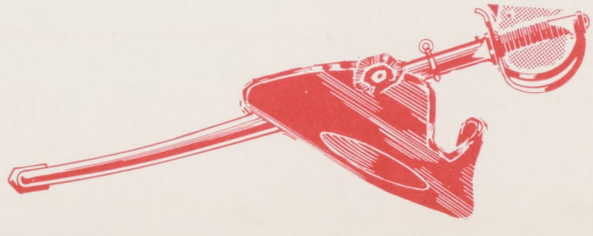
Teen Age Dance

5:00 — *FROG JUMPING CONTEST - Fire Department*

ACKNOWLEDGEMENTS

PANCAKE BREAKFAST - ROTARY CLUB	Dr. Tom Ohlson
ART SHOW & EXHIBIT	Mrs. Arleen Greer
CHILDREN'S RACES - KIWANIS CLUB	Bob Vincent
PET PARADE - LIONS CLUB	Joe Parrish
DECORATED BICYCLE PARADE ALAMO MERCHANTS	Lyn Morris
A.A.U. SWIM SHOW	Mrs. James Hickey
FIRE WORKS - FIRE DEPARTMENT	Bob Dilling Capt. Roy Asmundsen
CONCESSIONS - JR. CHAMBER of COMMERCE	Larry Domiano
FINANCE	Carl Byers
POLICE	Len Burbine
PUBLICITY	Mrs. Loyde Foster
LITTLE LEAGUE	Al Wood
HIGH SCHOOL	Jim Cozens Frank Jones
DECORATIONS	Bob Child
CLEAN UP	Boy Scouts Troop 236
CHAMBER OF COMMERCE - INFORMATION BOOTH	Grace Katzer
AFTERNOON PROGRAM - BATTLE OF BANDS	Gene Rolandelli Danville Music & Supply Co.
PROGRAMS	Doris Rusk Valley Pioneer
PROGRAM DISTRIBUTION	Todd Rusk
GREASED PIG CONTEST - FIREMEN'S ASSOC.	Barney Robles
FROG JUMPING CONTEST - FIREMEN'S ASSOC.	Bill Jannosse
FIRST AID - AMERICAN RED CROSS	





PROGRAM PRINTED COURTESY OF



Pioneer Publishing Co., Inc.

PUBLISHERS OF:

THE Valley Pioneer

Danville, Alamo, San Ramon, Diablo

IN THE SAN RAMON VALLEY...

and

THE Village Pioneer

IN THE GREATER DUBLIN AREA

Bringing fresh, local news
and imaginative advertising
to more than 12,000 homes

Main Office – Danville

222 Railroad Ave. Phone 837-4267

FOURTH OF JULY

CHILDREN'S ART SHOW AND SALE

Co-Sponsored by

DIABLO ART ASSOCIATION

and

SAN RAMON VALLEY CHAMBER OF COMMERCE

Open to all Students of San Ramon Valley Unified School District

ENTRIES MAY BE

DRAWINGS★PAINTINGS★CERAMICS★SCULPTURE

(No limit on size, shape or media)

PRIZES WILL BE AWARDED FOR EACH GRADE

Ribbons for 1st, 2nd, 3rd and Honorable Mention

CASH PRIZES FOR WINNERS IN EACH GRADE

FIRST PRIZE $2.00 — SECOND PRIZE $1.00 — THIRD PRIZE .50

CASH PRIZES WILL BE AWARDED AT THE PATRIOTIC CEREMONY JULY 4TH AT 11:00 A.M.

REGISTRATION: Bring your entry to the San Ramon High Girls' Gym on July 3rd between the hours of 10:00 A.M. and 12:00 Noon.

Scotch tape a 3 x 5 card to back of each entry stating:

1. Your name
2. Phone number
3. School grade
4. Title of entry
5. Price of entry (if for sale)

SHOW HOURS: July 4th from 12:30 to 5:00 P.M.

PICKUP: Pickup your entry on Wednesday, July 5th at the Girls' Gym between 10:00 A.M. and 12 Noon. Entries left after this time will be discarded.

INFORMATION: For further information call Mrs. Aileen Greer — 935-2241

November 10, 1967

Dear Board Member:

There will be a final Vintage Festival Board Meeting ~~Thursday~~ Monday evening, November ~~16~~ 20th, at 7:30 p. m. at the Chamber of Commerce office, your presence is urgently requested.

The 21st Vintage Festival has come and gone. You, like myself, have read and heard the many accolades of its newly crowned success. This does not mean that there were no criticisms or errors made. Also, that there are not better or easier ways in which to improve on the entire operation procedures.

I have delayed some six weeks calling this meeting, for several reasons.

1) I wanted all of us to rest-up, clear our heads, reflect and review the many thoughts and suggestions to be made.

2) Wanted an up-to-date complete financial report.

3) Have asked the Legal Committee to review our former Constitution and By-Laws and make suggested corrections. Also, bring the Articles of Incorporation up to current status.

4) Added to the purposes of the Festival, should be a Valley-wide Community Project. This Goal should be for a common bond for all to participate in, be they individual or organizations. The needs of the Festival must always come first, subordinated to none.

5) This coming year, much time and thought must go into planning ways and means for providing the much needed funds we anticipated but really never got. There is great need for designs and building of new equipment, such as Costumes, Booths, Signs, Props, Flags and Banners, Gazebo type information Booth, early publicity data to all types of yearly printed media. And, of course, there is the most important item of - a proper place for storage.

6) Last but not least important, give plenty of time to reflect on names of people who will serve as new officers and Board members. The present Constitution has four (4) officers and a seven (7) member Board of Directors, with the President and Vice President sitting on the Board, making it nine. The Board choosing its own Chairman. A five (5) member Planning Committee. A Festival Coordinator, who has six (6) Assistant Coordinators who have several Chairmen of events under each.

I hopefully wish that at the end of this meeting, we be fully prepared to call for nominations and elections and set that meeting up just as soon as possible.

After having served the Festival for some 21 years, I am looking forward to joining the ranks of Ex-Officio members.

In thanking you for your untiring efforts, most courteous support and fullest cooperation, again I say, the success of the Festival was a Team Effort.

Thank you,

Henri Maysonnave

COUNTY OF SONOMA
2555 MENDOCINO AVENUE
SANTA ROSA, CALIFORNIA

OFFICE OF
COUNTY ADMINISTRATOR

March 2, 1967

Valley of the Moon IVintage Festival
461 First Street
Sonoma, California 95476

Gentlemen:

Enclosed is copy of a report dated March 1, 1967 to the Board of Supervisors relative to allocation of funds during 1966-67 for advertising purposes.

The Board of Supervisors has set the time of 3:00 P.M. on Tuesday, March 7, 1967 to consider this report and to hear any comments from participating agencies which they wish to make. Considerable time and thought has been devoted to working out a plan for the equitable support of advertising activities by the County and based upon the material furnished by the participating agencies, I believe this to be a good plan. Although it is late in the fiscal year in being finalized, I feel that it will be of value to you this year but most importantly will be the basis of a plan that can be carried on from year to year and on which each of you can plan in advance hereafter.

Your participation in the discussion on March 7 will be welcomed.

Sincerely yours,

Neal D. Smith

NEAL D. SMITH
County Administrator

NDS:hd

M.L.D 1967

There's nothing new under the sun, and if there were,
I wouldnt be the one to think of it.

My only suggestion is to return to the grape as the overall theme, and , as Mr. (was it Malus) urged, insist on the participation of the wine industry to its fullest w

Arrange carriage, or surrey with fringe on top trips to local wineries.
Urge them to put old implements on display... and, again see if they cant be encouraged to put on a "tread the grape" spectacle ... if only as a contest, with music.
(I know it wasnt done in the area, but its so photogenic!)

No elaborate pageant, but Pictures of the Past, done again....

A Childrens parade
A Parade of the seven flags with costumes representing each country.
Parade of horses and equipages.... prior to horse show in Little League Park.

How about blessing animals as well as the grapes? Its a great chance for local husbandmen to show off prize stock. After all Vallejo was a stockman and great horse breeder.

I want to see one yoke of oxen with a wagon filled with flowers and teen agers in some parade.

Please, please please no parking on the Plaza.
Why not get the cute little train to shuttle between a good parking area, and the Plaza? .... or a fiacre or surrey or spring wagon?

Why not open the Mission for services just that one Sunday A.M.

If the town is urged to be in costume... what period?
Early Vallejo, or late Haratzy?
~~1859xxxx1910x~~ 1865-1910 wouldnt be half as easy to do at home with loving hands, as 1830-65...
That is, hoops bustles, prince alberts etc, and less colorful than mantillas,buckskins, vaquero stuff , and gingham and sunbonnets... but does it matter?

Its a pity to have the Sebastiani Theatre Dark those two days... cant something be put on in there?

March 16, 1967

INVITE TO VINTAGE FESTIVAL MEETING:

Harriet Jones
Gladys Dodge, Neal Dodge - 520 Michael Dr
Dan Ruggles 290 ~~420~~ Chase
Commander and Mrs. Eugene Ince, Skaggs Island
Lt. Comdr. John Wood, Skaggs Island
Community Center Rep (Mrs. Ted Moore, Miss Jerry Casson) 276 E. Napa
Chuck Henderson
Madie Brown Emparan 405 Claudia Dr
Frank Bartholomew - Buena Vista - 18000 Old Winery Rd
August Sebastiani - 389 - 4th E
Henri Maysonnave
Bob Parmelee (Railway and Locomotive Historical Society) 737 - 3rd E
Mrs. Louise Paskow - 206 E Spain
Mrs. Flora McKeel 412 - 1st E
Mrs Cecelia Shegog - 378 - 2nd E
Bud Churchill
Lou Pellandini 1222 Grove
Frank Pensar 410 - 5th E
Col Jos. Thebaud 693 - Austin Way
Irma Taylor (Mrs. Clark Taylor) 245 E Spain
Sam Cook 280 Mc Arthur
Mayor Bean 746 Broadway
Nancy Parmelee

PLUS EVERY ORGANIZATION which ever participated and
ORGANIZATIONS who have not participated in the past

MAILING LIST

Invite to meeting re Vintage Festival:

Sarles, Col. & Mrs. Duane	P.O. Box 231 E. Napa Street	Sonoma "
Castner, L. E.		
Coffey, Jack		
Duarte, Regina	601 Thomson Ave.	Sonoma
Franklin, Henry	734 El Dorado Drive	Sonoma
Gillen, Mrs. Sadie	18345 Meincke Road	Sonoma
Adams, Mr. Jack	P.O. Box 911	Sonoma
Clewett, Mr. Kenneth		Eldridge
Deering, Dr. Wm. & Mrs.	P.O. Box 206	Eldridge
Dinkel, Winston	P.O. Box 123	"
Fink, H.E.	P.O. Box 993	"
Latour, Mrs.		"
Lauer, Dr. & Mrs. Theodore	477 El Dorado Dr.	Sonoma
Longnecker, Dr. Pauline		
McKean, Dr. Charles M.	P.O. Box 137	Eldridge
McVeigh, Albert Mrs.	700 Cecilia Dr.	Gl. E
Miron, Dr. Nathan	12800 Dunbar Road	Glen Ellen
Quigley, Clifford	P.O. Box 236	Eldridge
Shone, H.	P.O. Box 164	" ?
Andrieux, C. J.	18689 Riverside Dr.	
Pechal, Mrs. Marie	P.O. Box 284	El Verano
Borland, Bruce (Sonoma High School)		
Lund, Mrs. Carolyn	8542 Sonoma Hwy.	Kenw.
Baccaglio, Joseph	654 Broadway	Sonoma
Barr, Lynn	107 Temelec Circle	Sonoma
Basch, Charles	584 - 4th St. E.	Sonoma
Bean, Talbert	746 Broadway	Sonoma
Benedetto, Rocco	Box 938	"
Benedict, Mrs. Arthur L.	196 De Rio Paseo	"
Bernard, Mrs. Beverly	464 Claudia Drive	"
Bond, Miss Pauline	19990 - 7th St. E.	"

Brackenridge, Miss Marian	281 E. Napa St.	Sonoma
Bradfield, D.	216 Andrieux St.	Sonoma
Breitigan, Wm. c/o London House	~~42 Temelee Circle~~	Sonoma
Breslin, Wm.	42 Temelec Circle	Sonoma
Brocco, David & Francis	19369 Orange Ave.	Sonoma
Brodie, Mrs. George	471 Bettencourt St.	"
Brymer, Steve	15522 Maplewood Drive	"
Canevari, Don	868 - 2nd St. E.	"
Carash, S.	Four Corners	"
Clark, Col & Mrs. Stan	31 Temelec Circle	"
Cook, Mrs. Rosa	175 France St.	"
Corbett, Mr. E. J.	818 Virginia Court	"
Cordellos, Mr. & Mrs. Lambro	207 Chase Street	"
Cordellos, Tom	17354 Buena Vista	
Cordellos, Thomas (Sr.)	472 Chase Street	"
Crosby, Capt. & Mrs. Gerald	175 Chase Street	"
Dal Poggetto, Mr. & Mrs. Newton	555 Crest Way	"
DeBruycker, Mr. & Mrs. Robert	853 Oak Lane	"
Donovan, Joseph	806 Michael Drive	"
Dunbar, Mrs. L. J.	1080 E. Napa	"
Duncan, Lyle E.	623 - 2nd St. E.	"
Dunlap, Ted	Swiss Hotel	
Eraldi, Mrs. Annie & Sons	453 East Napa St.	
Allen, Dr.& Mrs. Charles	716 - 2nd St. E	
Alward, Mrs. Taylor	329 France St.	
Andrews, Dr. & Mrs. CarrollB	294 W. Napa	
Bancroft, Dorothy	786 Broadway	
Fassio, Mrs. Evelyn	282 -5th St. W.	"
Fassio, Mrs. Mary	865 Ernest Drive	"
Friberg, Bert	435 E. Napa St.	
Gallo, G.	18200 Robin Hood Lane	
Gillen, Sadie	18345 Sierra Road	
Gilcrest, John	577 - 4th St. E.	
Glaese, J.	263 Chase St.	
Gold, Dr. & Mrs. Ben	554 Michael Drive	
Grinstead, Mrs. A. R.	472 - 2nd St. E.	
Groskopf, Mrs. C.		
Gulson, Mr. & Mrs. R.	144 W. Spain	
Harmon, William	144 W. Spain	

Hardt, Mrs. Alfred	4026 White Oak Court	SONOMA
Haskell, Mrs. A	124 Loma Vista Drive	
Hassel, Walter	152 Patten St.	
Helms, R.	811 Oak Lane	
Herron, Ed	765 - 2nd St. E.	
Homel, Jack	385 Moon Mountain Drive	
Hotz, Ralph	2nd St. East	
Hughel, Alfred	215 E. Napa Street	
Jorgensen, Mrs. V.	1400 Heaven Hill Road	
Kempner, Kurt C.	19651 - 7th St. E.	
Kirchhoffer, Mrs. B. A.	122 West Spain St.	
Knutson, Rev. & Mrs. Martin	572 - 4th St. East	
L'Abbe, Col & Mrs. Norris	1975 Sobre Vista Road	
Lanus, Helen & Carl	750 Agua Caliente Rd.	
Lepori, August	456 East Napa Street	
Maggini, Albert	110 Loma Vista Road	
Margolis, B.	819 Country Club Drive	
Marioni, Dr. & Mrs. D.	21001 Broadway	
Maynard	Moon Valley	
McDaniel, George	515 El Dorado Drive	
McGinty, John	532 East 2nd Street	
McKeel, Flora	412 - 1st St. E.	
McTaggert, Mrs. Flora	402 - 4th St. East	
Merlo, Mrs. John	El Dorado Hotel	
Meyer, Col. & Mrs.	754 - 2nd St. E.	
Mitchell, Carson	811 Country Club Drive	
Morrison, Col. & Mrs. E. G.	7370 High Road	
Paskow, Mike	1st St. E.	
Peart, Byron	216 Bettencourt St.	
Peluffo, A. B.	P.O. Box 548	
Peterson, Wayne	1st St. W. Apt. 25	
Pucheu, Thomas	337 Spain St. W.	
Quigley, Mr. & Mrs. Harvey	520 Solano Ave.	
Raymond, William		
Reilly, Mr. & Mrs. Wm. A.	P.O. Box 272	
Riboni, Mr. Henry	14370 Riverside Dr.	
Roberts, Rev. John	469 - 3rd St. West	
Saffores, O.	2030 Napa Road	
Sarles, Col M. D.		

Scheiblich, U. H.	400 West Spain St.
Scotto, Gino	5 East Napa St.
Sebastiani, Mr. & Mrs. A.	Box AA
Shainsky, Mr. & Mrs. San	21498 Shainsky Road
Sharek, Mr. C. T.	765 - 4th E
Small, David	16675 Mission Way
Soltis, Arthur	P.O. Box 786
St. Laurent, Mr. Richard	
Stornetta's Dairy	4300 Fremont Drive
Taylor, Harold	18915 Lomita Ave
Tunkis, Mr. & Mrs. Paul	3650 Lovall Valley Road
Vella, Ignazio	827 Oak Lane
Viviani, Peter	2 Spain Street
Warne, Bob	18940 Lomita Ave.
Weider, Mr. & Mrs. Stewart	540 Michael
Welch, Garrett	MacArthur Street
Wells, Harold	1270 Lovall Valley Road
Williamson, Mrs. Margaret	577 - 2nd St. E.
Wobken, Mr. & Mrs. Herman	840 E. Napa
Woods, Mr. Ed	
Wright, Mr. Albert	990 Glenwood Drive
Yarnell, Mrs. Muriel	213 Andrieux Street
Young, Mr & Mrs. Phil	20935 - 5th St. E.
Youngdahl, Dr. & Mrs. D.	367 Perkins

VALLEY OF THE MOON VINTAGE FESTIVAL ASSN. INC.
GENERAL MEETING
VETERANS' MEMORIAL BLDG.
Thursday, March 30, 1967, 7:30 P.M.

AGENDA

I. HISTORY & BACKGROUND

A. 1947: First "modern" Vintage Festival was produced, sponsored by the Sonoma Valley Chamber of Commerce. An earlier Festival had been produced on the Bundschu ranch in the late 1800's, and the thought of a "harvest vintage" Festival was brought up again by Frank Bartholomew and the late Mrs. Celeste Murphy.

B. In January, 1948, members of the 1947 Chamber committee met for the purpose of incorporating the Valley of the Moon Vintage Festival Assn. This was done on March 10, 1948.

C. The Association then carried on the annual Vintage Festival until 1961, when it was taken over by the Chamber of Commerce again, due to lack of support and community interest in the Festival. Some $5000.00 was also turned over to the Chamber, and kept as a separate account from Chamber funds; i.e., Vintage Festival account. Directors of the Chamber were also Directors of the Vintage Festival Association.

double space here

II. RECENT FINANCIAL BACKGROUND

A. The Chamber initially took on this project as a separate Committee involvement. Five persons were on the committee, with an appointed Chairman. As time went on, The Festival became more and more a commercial project, with more funds being expended each year. It had lost its original purpose seemingly, or that of a simple celebration to promote the harvest season. (~~At this point,~~ Read more the goals as outlined in the Articles of Incorporation in 1948).

B. Last year, the Festival lost money, due to exceedingly large bills, and of course, this cannot continue.

III, VINTAGE FESTIVAL NOW: Where do we go from here?

100 copies Save Stencil

Vintage Festival Association, Inc; Its Aims.
By Virgil W. Jorgensen, Director;

First of all, let me point out, that the Association is incorporated as a non-profit organization and the members serve without compensation.

The question is frequently asked, "Why the Festival and what are the Association's aims?

The Festival itself is accepted as an enjoyable event which is presented for the Sonoma citizens and their friends.
The objectives of the Association is less evident and in need of clarification.

The Constitution of the Association contains two items of general interest as setting forth its principal objectives; The first item being "To produce, manage and direct an annual Festival to be known as the Valley of the Moon Vintage Festival;" and the second item being, "To sponsor and encourage the developement of an historical environment where such a festival is to be held."

Specifically, this second item is interpreted as meaning the preservation of the historic buildings of Sonoma, and the encouraging of new construction and remodeling to be undertaken in harmony with the old structures.

As an initial step in accomplishing this end, the Vintage Festival is held annually-stressing Sonomas original major industry, wine making, presented with a background of Old Sonoma atmosphere. By this means, it is hoped to stimulate the interest of the Sonoma Citizens in their historic and picturesque environment-- and also to raise funds to carry out the association's program.

This program consists of a comprehensive study of the original architecture of Sonoma, with particular reference to the buildings facing the Plaza. The next step is to be an architectural presentation indicating a suggested scheme for bringing the existing facades in character with the original Town Square. During this process, public lectures will be held at which progress sketches will be shown on a screen-- accompanied by a commentator who will be a recagnized authority in the field of historical ~~and~~ rehabilitation. Discussions and comment will be asked of the citizens concerned.

It is anticipated that eventually, public sentiment will result in the adoption of an appropriate plan and enabling legislation to the end that we may preserve and recreate a town that will be unique in all California.

Historical Sonoma is So worthwhile preserving! There is enough of the original left to make it worth the effort, but certainly some inducement should be offered to prospective builders and remodelers to conform to a harmonious general scheme of architecture.

It is hoped that the citizens will see fit to capitalize on their major assets-- History, achitecture, climate, location and a

leisurely atmosphere of well-being, the latter their heritage from the "old timers."

The Association is composed of Sonoma citizens who have a deep appreciation of these assets, and they will look to the Planning Commission for cooperation in the attainment of their main objective.

#

File

NOV 14 1967

November 10,1967

Dear Board Member:

There will be a final Vintage Festival Board Meeting ~~Thursday~~ Monday evening, November ~~16~~ 20th, at 7:30 p. m. at the Chamber of Commerce office, your presence is urgently requested.

The 21st Vintage Festival has come and gone. You, like myself, have read and heard the many accolades of its newly crowned success. This does not mean that there were no criticisms or errors made. Also, that there are not better or easier ways in which to improve on the entire operation procedures.

I have delayed some six weeks calling this meeting, for several reasons.

1) I wanted all of us to rest-up, clear our heads, reflect and review the many thoughts and suggestions to be made.

2) Wanted an up-to-date complete financial report.

3) Have asked the Legal Committee to review our former Constitution and By-Laws and make suggested corrections. Also, bring the Articles of Incorporation up to current status.

4) Added to the purposes of the Festival, should be a Valley-wide Community Project. This Goal should be for a common bond for all to participate in, be they individual or organizations. The needs of the Festival must always come first, subordinated to none.

5) This coming year, much time and thought must go into planning ways and means for providing the much needed funds we anticipated but really never got. There is great need for designs and building of new equipment, such as Costumes, Booths, Signs, Props, Flags and Banners, Gazebo type information Booth, early publicity data to all types of yearly printed media. And, of course, there is the most important item of - a proper place for storage.

6) Last but not least important, give plenty of time to reflect on names of people who will serve as new officers and Board members. The present Constitution has four (4) officers and a seven (7) member Board of Directors, with the President and Vice President sitting on the Board, making it nine. The Board choosing its own Chairman. A five (5) member Planning Committee. A Festival Coordinator, who has six (6) Assistant Coordinators who have several Chairmen of events under each.

I hopefully wish that at the end of this meeting, we be fully prepared to call for nominations and elections and set that meeting up just as soon as possible.

After having served the Festival for some 21 years, I am looking forward to joining the ranks of Ex-Officio members.

In thanking you for your untiring efforts, most courteous support and fullest cooperation, again I say, the success of the Festival was a Team Effort.

Thank you,

Henri Maysonnave

VINTAGE FESTIVAL MEETING - MAY 1, 1967
Pilot Committee to meet May 8, 1967, 7:30 P.M.
Auditorium, Sonoma Community Center.
Purpose: To select and nominate directors for
the VALLEY OF THE MOON VINTAGE FESTIVAL ASSN. INC.

Kiwanis Club: Jack Merritt - 938-5551
Junior Woman's Club: Mary Martin - PH ? Loveda Sullivan - 938-3383
Beta Sigma Phi: Alice Ackerly - 938-4569
Merchants Assn. : Kay Adams - 938-2400 - Shop no 8 8121
St. Francis Men's Club: Aldo Serafini - 938-4632
Elio Ramacciotti - 938-2897
Valley of Moon Boys Club: Ed Johnson, 276 E.Napa, 938-4649
Rebekah Lodge: Myra Tyler - 938-5770
Adobe Grange: Beverly Stuart - 938-8079
Sonoma Valley Art Center: Grayce Woll - 938-3148
Sonoma Valley Woman's Club: Simone Berges - 938-2022
Valley of the Moon Inc. - Dr. Allan Querin - 938-4776
City Council - Call Ed Mooney and ask representative

Valley of the Moon Garden Club: Harry Hertenstein - 938-2972
Sons of Italy: Vern Bailey - 938-2264
Mike Mulas - 938-3134
Lions Club: Al Bertolucci - 938-4782 contacted 5/2/67
Bruce Griesman - "
High School Junior Club: Ann MacKenzie - 833-2554 — (Mrs Gordon - Ann's mother)
Skaggs Island: Commander Ince: Exchange 644
Richard Orr: 642-2994
Native Sons of the Golden West: Louis Pellandini - 996-1818
Catholic Social Service: Dorothy Lathan - 938-4678
Soroptimist Club - Helen Fernandez - 938-3461
VFW & American Legion: Emmett Clynch, 504 Calle Del Monte - 996-0335 (?)
Valley of the Moon Boys Club Auxiliary: Sharon Singleton, 17878 San Carlos Dr.
996-6449
Valley of the Moon Community Council: Art Worthington - 996-0692
Margie Tulaugon - 996-8692

Community Center: _____
Sonoma Valley Chorus: Mrs. Dorothy Simmons, 800 Grove St. 996-~~0692~~ 7530

Ken Clewett, Sonoma State Hospital - 996-1011
Allene Buchenroth (horses, Carmel) - 938-4157
Mrs. Harriett Jones - 938-3432
Sam Shainsky - 938-4577
Jane Matthews ?? _____
St.Francis Mothers' Club ~~Dxxxxxxxxxxxxxxxxx~~ - 938-4632 - PhyllisSerafini
Dan Ruggles - 938-2053 (home)
Henri Maysonnave - 938-2479
Mel Lagbrurn (?) 19180 Old Winery Rd. 938-5180 (San Antonio - artist)

Moon Valley - Mr McDonald 8-3272
meet 2+4 mon → So. Valley Grange - Call Mrs Loddins - 6-7704 Hist. Soc. - Sam Shainsky
Bus Women - Mary Duggan
Epsilon Sigma alpha - Alice Ferrando contacted
J.C's - Frank Lynch contacted
Eastern Star - Gladys Howlett - 6-1174
Rotary - Bob Brown Contacted

VINTAGE FESTIVAL ASSOCIATION, INC; ITS AIMS

By Virgil W. Jorgensen, Director

First of all, let me point out, that the Association is incorporated as a non-profit organization and the members serve without compensation.

The question is frequently asked, "Why the Festival and what are the Association's aims?

The Festival itself is accepted as an enjoyable event which is presented for the Sonoma citizens and their friends.

The objectives of the Association is less evident and in need of clarification.

The Constitution of the Association contains two items of general interest as setting forth its principal objectives; the first item being "To produce, manage and direct an annual Festival to be known as the Valley of the Moon Vintage Festival"; and the second item being, "To sponsor and encourage the development of an historical environment where such a festival is to be held."

Specifically, this second item is interpreted as meaning the preservation of the historic buildings of Sonoma, and the encouraging of new construction and remodeling to be undertaken in harmony with the old structures.

As an initial step in accomplishing this end, the Vintage Festival is held annually -- stressing Sonoma's original major industry, wine making, presented with a background of Old Sonoma atmosphere. By this means, it is hoped to stimulate the interest of the Sonoma Citizens in their historic and picturesque environment -- and also to raise funds to carry out the association's program.

This program consists of a comprehensive study of the origianl architecture of Sonoma, with particular reference to the buildings facing the Plaza. The next step is to be an architectural presentation indicating a suggested scheme for bringing the existing facades in character with the original Town Square. During this process, public lectures will be held at which progress sketches will be shown on a screen -- accompanied by a commentator who will be a recognized authority in the field of historical rehabilitation. Discussions and comment will be asked of the citizens concerned.

It is anticipated that eventually, public sentiment will result in the adoption of an appropriate plan and enabling legislation to the end that we may preserve and recreate a town that will be unique in all California.

Historical Sonoma is so worthwhile preserving! There is enough of the original left to make it worth the effort, but certainly some inducement should be offered to prospective builders and remodelers to conform to a harmonious general scheme of architecture.

It is hoped that the citizens will see fit to capitalize on their major assets -- History, architecture, climate, location and a leisurely atmosphere of well-being, the latter their heritage from the "old timers."

The Association is composed of Sonoma citizens who have a deep appreciation of these assets, and they will look to the Planning Commission for cooperation in the attainment of their main objective.

RESOLUTION

OF THE BOARD OF DIRECTORS

OF THE

SONOMA VALLEY CHAMBER OF COMMERCE and VINTAGE FESTIVAL ASSOCIATION

NOW, THEREFORE BE IT RESOLVED, that the Association sponsor the 1967 Annual Vintage Festival, this sponsorship to be subject to the following restrictions and controls:

Condition 1: A committee for organization and execution of the Festival shall be formed. This committee shall be called the Vintage Festival Committee. A majority of members of this committee shall be from the Board of Directors of the Chamber of Commerce. The remaining member(s) shall be appointed by the President of the Chamber Board, with the appointments to be confirmed by the Board of Directors at a meeting prior to May 31, 1967.

Condition 2: This committee shall present a budget of income and expenses for the Vintage Festival to the Board of Directors for approval prior to June 30, 1967.

Condition 3: All expenses as outlined in the budget mentioned in Condition 2 above shall be authorized for purchase only by a properly signed PURCHASE ORDER. This PURCHASE ORDER shall be signed by both the Chairman of the Vintage Festival Committee and by the Treasurer of the Chamber of Commerce.

Condition 4: Only obligations which have been so incurred by PURCHASE ORDER will be authorized for payment by this board. Any bills received for which no purchase order was made shall be returned to the supplier unpaid.

Condition 5: A letter outlining the Purchase Order system shall be mailed out to past suppliers and any new or potential suppliers, prior to June 30, 1967, notifying them of the Board's position on this matter.

DATE_____ SIGNED_____

Robert H. Cannard, President

VINTAGE FESTIVAL ASSOCIATION, INC; ITS AIMS

By Virgil W. Jorgensen, Director

First of all, let me point out, that the Association is incorporated as a non-profit organization and the members serve without compensation.

The question is frequently asked, "Why the Festival and what are the Association's aims?

The Festival itself is accepted as an enjoyable event which is presented for the Sonoma citizens and their friends.

The objectives of the Association is less evident and in need of clarification.

The Constitution of the Association contains two items of general interest as setting forth its principal objectives; the first item being "To produce, manage and direct an annual Festival to be known as the Valley of the Moon Vintage Festival"; and the second item being, "To sponsor and encourage the development of an historical environment where such a festival is to be held."

Specifically, this second item is interpreted as meaning the preservation of the historic buildings of Sonoma, and the encouraging of new construction and remodeling to be undertaken in harmony with the old structures.

As an initial step in accomplishing this end, the Vintage Festival is held annually -- stressing Sonoma's original major industry, wine making, presented with a background of Old Sonoma atmosphere. By this means, it is hoped to stimulate the interest of the Sonoma Citizens in their historic and picturesque environment -- and also to raise funds to carry out the association's program.

This program consists of a comprehensive study of the origianl architecture of Sonoma, with particular reference to the buildings facing the Plaza. The next step is to be an architectural presentation indicating a suggested scheme for bringing the existing facades in character with the original Town Square. During this process, public lectures will be held at which progress sketches will be shown on a screen -- accompanied by a commentator who will be a recognized authority in the field of historical rehabilitation. Discussions and comment will be asked of the citizens concerned.

It is anticipated that eventually, public sentiment will result in the adoption of an appropriate plan and enabling legislation to the end that we may preserve and recreate a town that will be unique in all California.

Historical Sonoma is so worthwhile preserving! There is enough of the original left to make it worth the effort, but certainly some inducement should be offered to prospective builders and remodelers to conform to a harmonious general scheme of architecture.

It is hoped that the citizens will see fit to capitalize on their major assets -- History, architecture, climate, location and a leisurely atmosphere of well-being, the latter their heritage from the "old timers."

The Association is composed of Sonoma citizens who have a deep appreciation of these assets, and they will look to the Planning Commission for cooperation in the attainment of their main objective.

BLESSING OF THE GRAPES CEREMONIES

1. 11:00 A. M.

   a. Opening remarks by Henri Maysonnave, Master of Ceremonies.

   b. Children Dances by Yvonne Mazza students.

   c. Introduction of Guests.

   d. Spanish Songs and Dance, by
   Gabriel and Doris Ayala, and Zoe Dwinnel.

   e. Organist, Winifred O'berle

2. Blessing of the Grapes Ceremonies;

   a. Mission doors will open, Alcoylytes will lead procession, followed by Franciscan Padre Eugene Burnett, O.F.M. of Oakland, down sidewalk, around front of table and remain standing in back of Grape Table.

   The Cast members will come out and stand in position.

   1. Vallejo Kin folks, stand right front of Bell.

   2. Haraszthy Wedding party stand in back of Padre.

   3. Spanish Singer and Dancer stand in back of Bell.

   4. Children Dancers, stand on right front lawn across from Bell.

   5. Chinese Girls and Grape Belles, come in from east door, down walk way and over to Grape Table, 3 on each side. Chinese kneel in front of Grape Belles. Blessing begins, Padre will go around Grape Table two times. Once Blessing Grapes with Holy water, then once with Incense. Grape Girls and Chinese offer Grapes for Blessing.

3. Acknowledgements:

   1. St. Francis Mens Club, sponsors.

   2. Committee, Simon Berges, Florence Dowdall, Agnes Pensar
   Jean Deeninan, Elinor Berto, George Crawford
   Frank Pensar, Elio Ramacciotti, Dan Ruggles
   Gail Fehrensen, Charles Spomer
   Division of Beaches and Parks Staff
   Boy Scouts of America

II. Theme

A. The theme of the festival is to recreate the Sonoma of the past. The specific era has not been chosen, but there is general agreement that it should be pre-1900.

1. Costumes should be worn by all participants in the festival, and all persons attending should be encouraged to wear costumes appropriate to the theme.

III. Accomplishment of Purposes

A. Entertainment

1. Vintage Festival Ball, in costume, for adults.

2. Teen-age dance, concurrent with ball, in another place.

3. Children's parade, in costume

4. Art Show, not to be held in Plaza.

5. Flower Show, to be held in Plaza if possible.

6. Decorated store windows

a. Stores to decorate their windows with displays of merchandise sold by them during early days of city.

b. Certain windows to be decorated for particular commemorative purposes. E.g., Jack London window, Vallejo window.

c. Merchants to be encouraged to keep windows around plaza lighted at night.

7. Fire Department demonstrations.

8. Police Department demonstrations.

9. Band concerts

10. Square dancing

11. Choral concerts

12. Strolling mariachis, troubadors.

13. Adult and childrens' contests.

14. Adult parade -- horses, wagons, buggies, etc.

15. Pictures of the Past.

16. Tours of historic homes, wineries, vinyards.

17. Costumed girls giving away grapes.

B. Recall of History

1. Recognition of citizens who have lived in Sonoma for a long time. Search for oldest continuous resident.

a. Old-timers reunion.

2. Twinning ceremony

3. Historical "happenings" in Plaza

a. Indian village -- ceremonial dances

b. Arrival of Padre Altimira, founding of Mission.

c. Arrival of Vallejo

d. Hoisting of Bear Flag

e. Hoisting of U.S. flag.

f. Escape of Three-fingered Jack

g. Discovery of Gold

h. Vallejo-Harazthy wedding

C. Thanksgiving

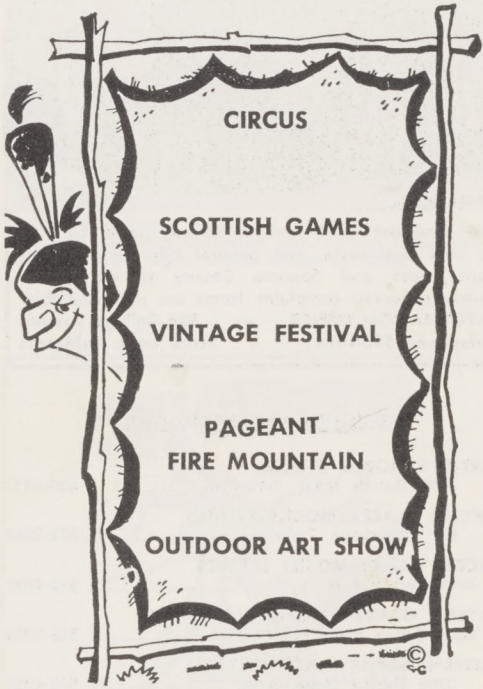
1. Churches to be i nvited to feature thanksgiving theme in Sunday services.

2. B lessing of the Grapes.

Sonoma County, California

SEPTEMBER 1967

Entertainment Guide



WELCOME VISITORS!

CALENDAR OF EVENTS

— WHERE TO DINE —

— WHERE TO SHOP —

— WHERE TO STAY —

— WHAT TO SEE —

NEWCOMERS!

Your City Map and Business & Professional Directory comes to you from the

CHAMBER OF COMMERCE & CONVENTION BUREAU OF SANTA ROSA



The Chamber of Commerce offers special services to new businesses, and general information about Santa Rosa and Sonoma County to all. Better Business Bureau complaint forms are also available.
INFORMATION OFFICE — 526 College Avenue
Telephone 545-1414 Santa Rosa, California

MOBILE HOME PARKS

MARTINI'S MOBILE ESTATES
2860 Santa Rosa Avenue 546-6713

RANCHO CABEZA MOBILE ESTATES
677 Calistoga Road 544-2919

RINCON VALLEY MOBILE ESTATES
4671 Sonoma Hwy. 545-8827

WAYSIDE GARDEN MOBILE HOME PARK
2389 Santa Rosa Avenue 545-7055

WESTERN MOBILE HOME PARK
3309 Santa Rosa Ave. 545-6194

SUBSCRIPTION RATES

Have the Entertainment Guide mailed to your home or business for 2.00 per year or $3.00 for three years. Make Check payable to Entertainment Guide, 508 Fourth Street, Santa Rosa, Calif. 95401

Name .....

Address .....

City ..... State..... Zip.....

Phone..... Date.....

CALENDAR OF EVENTS

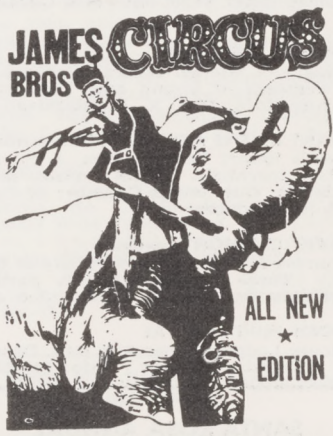
All events in Santa Rosa unless otherwise indicated

1, 2, 3—ANNUAL STATEWIDE OUTDOOR ART SHOW
Spons: S. R. Art Guild. An open show at Fremont Pk. 800 Block, 4th St. Artists from all areas and media. $1,000 in cash awards. Judging on Aug. 31. Three nationally known Judges are: Fredric Whitaker and Aileen Monohan Whitaker from La Jolla, and Sergi Bongart from Santa Monica. Art in Action & portrait painting & demonstrations. Strolling Accordionist, Herbert Miller specializing in Continental music.

1, 2, 3—LAKE COUNTY FAIR & HORSE SHOW
Spons: 49th Dist. Argric. Assn. Jr. Livestock Auction,Sq. Dancing, Stage Show, Talent Show, Flower Show, Carnival. Fairgrounds. Adults $1. Children 25c. Info: Phil Lewis 263-4595.

1, 2, 3, 4—ROHNERT PARK FOUNDERS DAY CELEBRATION
Fri.—Beauty Pageant, 7:30 p.m. Jr. Hi. Sch. Aud. 50c
Sat—Founders Day Ball, 9 a.m. Womens Club Hall, Cotati.
Sun.—Barbeque, Games, Fireworks, Exhibits and Art Show. Shopping Center Mall, So. West Blvd. Rohnert Park.
Mon.—Family Day. Alicia Park, Arlen Dr. Games & swimming. Info: Jim Rogers, 795-7172.

1, 2, 3, 4—PAUL BUNYAN DAYS CELEBRATION-Fort Bragg
Spons: Ft. Bragg Chamber of Commerce. Family fun, logging show, parades, old-fashion dress revue, exhibits. Info: Mrs. Beva Empe 964-2403.



SATURDAY, SEPTEMBER 16
Matinee 2 p.m. — Evening 8 p.m.

SUNDAY, SEPTEMBER 17
Matinee 1 p.m. — Evening 4 p.m.

SUNSET WEST PARKING LOT (NORTH)
Coddingtown

ADULTS — — — — — — — — — — — $1.75
CHILDREN — — — — — — — — — — — .75

SPONSORED BY SONOMA CO.
SHERIFFS OFFICE EMPLOYEES ASSOCIATION

SANTA ROSA COMMUNITY THEATRE

TRY-OUTS

Thurs. Sept. 14 & Tues. Sept. 19 — 7:30 p.m.

For its New Season's Fall '67 thru Spring '68
Regular Productions.
Room 10, Pioneer Hall
Santa Rosa Junior College Campus

Sat., Sept. 9 - Forbidden Fruit Festival

DINNER 6:30 p.m. - DANCING 9 p.m. ON
Moose Lodge - 2250 Santa Rosa Avenue 546-2045

2-3—102ND ANNUAL SCOTTISH GAMES
Hosted by Caledonian Club of S. F. at So. Co. Frgrnds. Pipe Bands, drumming, piping track & field events. All day.

2,3—OPEN CHESS TOURNAMENT
Sonoma State College. Darwin Hall, 1st Floor. Pre registration. Five round Swiss system tournament. Info: Dr. C. E. Falbo 795-2171.

3—4TH ANNUAL OPTIMIST FUN CARNIVAL
Spons: Larkfield Optimist Club. Benefit: Youth Activities. Chicken Barbeque, Adults $1.50 Children $1.00 Noon on. Games, Booths, Pony Rides. Info: Nick Esposti 545-2412.

4—ANNUAL WISCONSIN PICNIC-Sonoma
For all former residents of Wisconsin. Noon. Bring own lunch and dish to pass. Sonoma Plaza. Info: R. P. Wolbert 795-6183.

6—S. R. JAYCEES NO-HOST DINNER
Honoring Dr. James Turpin, former resident Dr. in So. Co. & founder of Project Concern, giving medical aid to So. Vietnamese & Chinese people. 7 p.m. Flamingo Hotel. $4.50. Info: Mrs. Gerald Garvey 546-2809.

7—MEMBERSHIP LUNCHEON
Spons: League of Women Voters. Members and prospective members of voting age. 12 noon at 4739 Sullivan Way. Info: Mrs. K. R. Blackman 544-2048.

8-9—PAGEANT OF FIRE MOUNTAIN-Guerneville
On Johnson's Resort Beach. 8 p.m. A colorful Costumed play, torchlight canoes, music, magic fire displays. Spons: Guerneville Chamber of Commerce. Phil Guidotti, producer.

9—TWINNING CEREMONY-Sonoma
City of Sonoma & French Vineyard city of Chambolle-Musigny. Three French students participating. At General Mariano Vallejo Home. (See adv.)

9—FORBIDDEN FRUIT FESTIVAL
Spons: Moose Lodge. Dinner 6:30 p.m. Dance 9 p.m. Members & Guests (see adv.) Info: 546-2045.

SANTA ROSA ANNUAL

OUTDOOR STATEWIDE ART SHOW

August 31, Sept. 1-2-3

10 a.m. to Dusk

Fremont Park **4th & North Streets**

Judging on August 31 at 10 a.m.

$1,000 CASH AWARDS

(See Calendar for details)

SAVE YOUR BEST FLEAS FOR
THE FLEA MARKET
SATURDAY, SEPTEMBER 23
Spons. Co-op Consumers of Sonoma County
10 a.m. to 5 p.m.
At Store Parking Lot - 2000 Guerneville Rd.
Corner of Marlowe Rd. (see Calendar)

REGAL LIMOUSINE SERVICE
SIGHTSEEING-PERSONAL TRANSPORTATION
OR TOURS 545-2470

9-10—"ART IN THE PARK"-Petaluma
Spons: Petaluma Art Assn. 9th Annual. 9-5 p.m. Walnut Park, Petaluma Blvd So. Paintings, Sculpture, Craft, Art in Action, Music. Info: Mrs. F. Marshall 763-2308.

9-10—SONOMA COUNTY DRIVING & RIDING CLUB QUARTERHORSE SHOW
Spons: So. Co. Driving & Riding Club. Chris Beck Arena. Frgrnds. Sat. 10 a.m. Sun. 8:30 a.m. Halter events in a.m. performance in p.m. Free. Info: Mathalie Ratekin 542-1869.

9-10—FLY-IN WEEKEND - CLOVERDALE AIRPORT AIR-SHOW
Sat.—Barbeque, Hanger Dance, Bomb Dropping, Displays. Sun.—Breakfast, Aerobatics, Antiques, Parachute Jumps, Homebuilts. Trophies presented. Info: Bea Fritts 894-2862.

11—SHAMUS O'GRADY GOLF TOURNAMENT
Oakmont Golf Course. 7 a.m. - 11 p.m. Entries available. Buffet Dinner 3-7 p.m. $2800 in prizes awarded at 8 p.m. Public invited. Info: Oakmont Golf Club 544-0415.

13—SYMPHONY LEAGUE MEMBERSHIP COFFEE
By invitation. Home of Mrs. C. Reinking. 10:30 a.m. Res: Mrs. John Anderson 545-3711.

14—DENTAL AUXILIARY LUNCHEON & FASHION SHOW
Spons: Redwood Empire Dental Aux. Theme: "Fashion Flair-Present & Past" 12 noon, Flamingo Hotel. $4.50. Info: Mrs. James Berger 544-1950.

15—ANNUAL MEETING-AMERICAN CANCER SOCIETY
Los Robles Lodge. 8 p.m. Info: Noni Michaels 545-6720.

16-17—JAMES BROS. CIRCUS
Animal Acts, High Trapeze Act. Clowns, Circus Band. Spons: So. Co. Sheriff's Office Employees Assn. Sunset West Parking Lot. (No. Coddingtown) Sat. 2 p.m. & 8 p.m. Sun. 1 p.m. & 4 p.m. (see adv)

17—OPEN ALL GYMKHANA HORSE SHOW
Spons: S. R. Rough Riders. 16 classes. Trophies & ribbons. 10 a.m. So. Co. Frgrnds Free. Info: Mrs. N. Bruhns 544-4769.

WHEN YOU THINK OF SANTA ROSA
THINK OF THE

Flamingo HOTEL
NEW KAUAI KAI DINING ROOM
DINNER DANCING FRI. & SAT.
DELIGHTFUL COCKTAIL LOUNGE
SUNDAY: BUFFET BRUNCH
TUES.: FASHION SHOW LUNCHEON
4TH & FARMERS LN. — SANTA ROSA — 545-6310
"A Delight in Delicious Dining"

GUADALUPE NURSERY SCHOOL
PRIVATE
NO PARENT PARTICIPATION
State Licensed & Motessori Method Taught
Ages 3 thru Pre-Kindergarten
4614 Old Redwood Hwy, Santa Rosa
School 546-5399 Home 544-4453

17—NEW ORLEANS JAZZ CLUB OF NO. CALIF.
Picnic, noon. Concert 3 p.m. Armstrong Grove, Guerneville. Info: Marshall Peterson 542-1375.

17—HAND OF FRIENDSHIP TEA
Spons: American Business Womens Assn. 2-4 p.m. Info: Mrs. Mildred Dexter 542-4518.

18—UNITED STATES ARMY FIELD BAND of Washington, D. C.
Spons: Calif. State Chamber of Commerce. Internationally famous as "Kings of the Highway". Bailey Field, SRJC. 7:30 p.m. Free. Info: Robert L. Smith 545-2474.

19—S. R. CHRISTIAN BUSINESS & PROFESSIONAL WOMEN'S COUNCIL
Birthday month dinner meeting. 6 p.m. Empire Rm. Flamingo Hotel. Benefit: Village & Rural Missions. Info: Mrs. Buelah Lewman 545-3617.

20—"REFLECTIONS OF AUTUMN" LUNCHEON-FASHION SHOW
Spons: Beta Tau Chapt. Alpha Zeta Beta. Benefit: Gallaudet College of the Deaf, Washington, D.C. 12 noon. Los Robles Lodge $4.25. Info: Mrs. James Zeek 542-4965.

21—REDWOOD EMPIRE RAILROAD CLUB PICNIC
Asti Winery, 12 noon. Info: H. Swanson 542-5415.

23—DEDICATION OF COURTHOUSE SQUARE
Spons: Urban Renewal Agency. 10:30 a.m. Guest Speaker: Congressman Don Clausen. Flower, Art & Camera exhibits. S. R. High Sch. Band concert. S.P.E.B.S.Q.S.A. Quartet.

23—SYMPHONY-KICK OFF
Spons Symphony League. "The Country Caper". Fun, Food & Frolic. Annadel Farms, Sonoma Hwy. 5 p.m. Poolside cocktails, dinner & dancing. Donation $12. per couple. Info: Mrs. Allen Von Tilliw 546-5013.

23—FLEA MARKET
Spons: Co-op Consumers of So. Co. Inc. Everyone welcome to sell his own products from Art work to Junk. $1.00 fee for booth space. 10-5 p.m. 2000 Guerneville Rd. Info: Mrs. M. Wheeler 433-2111. (see adv.)

23—OLD COURTHOUSE SQUARE ART SHOW
Spons: Artists Round Table. 10 a.m.-4 p.m. Info: Mrs. Paul Barthel 546-6051.

A COMPLETE SELECTION
"BACK TO SCHOOL"
Rosenberg's
Fourth and D streets, Santa Rosa 542-1000



THE FLOWER SHOP

531 College Avenue
546-3465

(TONY and LOUISA CAMPIGLIA)

24—ST. ROSE ANNUAL FAMILY GET-TOGETHER
Chicken Barbeque. 1 p.m. St. Rose School yard. Adults $1.50, Children $1.00. Games. Info: Orion Moss 542-5645.

26—KNIFE AND FORK CLUB
Speaker: Judge P. S. Gillima, Juvenile Court of Denver, Colo. "The Surge to Decency". S. R. Golf & Country Club. 6 p.m. Cocktails, 7 p.m. dinner. By reservations only. Roy Bill 542-4342.

26—INDUSTRY APPRECIATION DAY
Recognition & appreciation to all S. R. industries.

27—NATIVE SONS PICNIC
Spons: Parlor NO. 28. Frgrnds. Gay's Park. 6:30 p.m. Members & guests. Info: E. Coleman 546-3239.

28—CHRISTIAN SCIENCE FREE LECTURE
Jane O. Robbins, Professional Lecturer. Native of Canada, now of Boulder, Colo. 8 p.m. Flamingo Hotel. Info: Mrs. John Morley 542-1406.

28—ETUDE CLUB MEMBERSHIP TEA
1:30 p.m.-4:30 p.m. at the home of Mrs. Leonard Boyd 3400 Montgomery Drive. Interested Music Lovers, Info: Mrs. James Stimmell 544-5611.

28—EASTER SEAL ANNUAL DINNER
Easter Seal Society for Crippled Children & Adults. Empire Rm. Flamingo Hotel. Cocktails 7 p.m. Dinner 8 p.m. Public Invited. Res: Mrs. S. Hudson 545-7673.

29—PUNJAB DANCERS OF INDIA
S.R.J.C. Special Program Series. Folk Dancers. Burbank Aud. 8 p.m.

29, 30-Oct. 1—21ST ANNUAL VALLEY OF THE MOON VINTAGE FESTIVAL-Sonoma
In the heart of the wine country. Historical happenings, on the hour, around the Plaza. Parades, dances, decorations & Music. Chicken & Ham dinner. Fun for the entire family. (see adv.)

30-Oct. 1—SECOND ANNUAL ROSE SHOW
Spons: Redwood Empire Rose Society. Sat. 1-5 p.m. Sun. 10-4 p.m. Art & Garden Center, 2050 Yulupa Ave. Free. Public invited to participate. Info: Mrs. Robt. Knuth, 942-4826.

Sept. 30, Oct. 1—HAM DINNER-Sonoma
Spons: Community Center Assn. In conjunction with Vintage Festival. Community Center 276 E. Napa St. From 5 p.m. Adults $1.75, children $1.00 Info: Vera Small 996-1779.

Welcome to

DOWNTOWN SANTA ROSA

- Fine Stores
- Top Lines
- Best Prices
- Lots of Parking

OPEN 'TIL 9 P.M. THURS.
(Some Stores open Mon. 'til 9 p.m.)
SANTA ROSA DOWNTOWN DEVELOPMENT ASSN.

MID-WEEK MOVIES

(Luther Burbank Aud. 7:30 p.m.)

13—"Saturday Night & Sunday Morning" and "Chairy Tale".
20—"Never Give a Sucker an Even Break" and "The History of the Cinema".
27—"I Vitelloni" and "The New Look is the Curious Look".
Adm. 25c or by student body card. Spons: by SRJC Spec. Prog. Series - 542-0315.

AMERICAN CANCER SOCIETY - TRAVELING SCIENTIFIC EXHIBIT

Open to the public at no charge.
Aug. 31-Sept. 7—Coddingtown
7-14—Downtown Santa Rosa
14-27—Montgomery Village

AMERICAN RED CROSS

Drive starts Oct. 1. Assistance needed for clerical help and solicitors. Call 546-0124 or sign up at 3911 Princeton Drive.

SANTA ROSA CITY RECREATION

52 Old Courthouse Square 545-1010 Ext. 47
9-10—Invitation Men's Slow Pitch Tournament, Burbank field.
13—Women's Slim Trim, 7:30-9 p.m.
18—Tiny Tots Rec., Doyle Clubhouse. 3 & 4 yers. register at Rec. & Park office.
28—Adult Folk Dancing. 8-10 p.m. 10 wk. course.
Jr. & Sr. Teens activities starting at Boy's Club.

Y. M. C. A.

Headquarters: 1049 Fourth St. 545-2702
Director: James T. Bland
Organizational meetings. First Meth. Church 7:30 p.m
27—Father-Son program
28—Father-Daughter Indian Princess program

YOU ONLY LIVE ONCE! For $90 per month
YOU too can live your life in luxury !

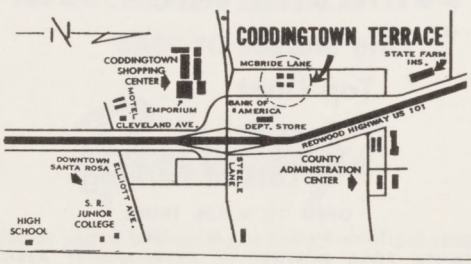
- Quiet spacious apartments
- Beautifully carpeted wall-to-wall
- Westinghouse all-electric kitchens
- Semi-enclosed private patios
- Lush manicured gardens surrounding a beautiful heated pool
- All of this within walking distance of Santa Rosa's biggest, most popular, shopping center.

Let's make your life luxurious! Simply Call 545-0215 or stop by and see us at:

C T A **CODDINGTOWN TERRACE APTS.**

2350 McBride Lane

We'll be happy to show you around.



SCHOOL INFORMATION

SCHOOL OPENS

5—SANTA ROSA CITY SCHOOLS
Office—211 Ridgeway Ave. 546-2530

5—RINCON VALLEY UNION SCHOOL DISTRICT
3919 Mayette Ave. 542-7375

5—CARDINAL NEWMAN BOYS HIGH SCHOOL
50 Ursuline Road. 546-6470

5—URSULINE HIGH SCHOOL
90 Ursuline Road 542-2381

SANTA ROSA EVENING HIGH SCHOOL
1235 Mendocino Ave. 545-0225
6—Classes start. No pre-reg. Mon. & Wed. 7 p.m.

DRIVERS TRAINING EDUCATION CLASS
5—Instructional group starts

25—SONOMA STATE COLLEGE
1801 E. Cotati Ave. Rohnert Park 795-2181
21—Registration
Oct. 2—Late registration fee $5.00

13—SANTA ROSA JUNIOR COLLEGE
1400 Mendocino Ave. 542-0315
11-12—Registration by appointment.

SRJC ADULT EVENING CLASS **542-0315**
Reg. by mail accepted up to Sept. 5. Reg. in person in office to Sept. 8, 9 a.m.-4:30 & 6:30-9 p.m. Gen. Reg. Sept. 11, 12-Womens Gym 6-9 p.m. Gen Reg. Sept. 13-19-in office 6:30-8:30 p.m.

SONOMA COUNTY SCHOOL MEETINGS
Co. Supt. Office 2555 Mendocino Ave. 527-2527
5—So. Co. Com. Sch. Dist. Org. 8 p.m., Rm. 111-E
7—So. Co. Bd. of Ed., 4 p.m., Rm. 111-E.
11—S.R. P.T.A. Council, 9:30 a.m., Rm. 11-E.
19—So. Co. Sch. Trustees Assn., Dinner Meeting. 7:30 p.m., Analy Union Hi. Sch.
28—Special Meeting So. Co. Bd. of Ed.(re So. Co. Regional Occupation Center) 4 p.m., Rm. 111-E.

RIDE THE BUSES

For Information . . . Call 545-1010

25c Adults—15c Children, 15 and under

All Buses leave from Old Courthouse Plaza Monthru Friday—7:10 a.m. to 5:45 p.m. First Four Buses—7:10, 7:40, 8:10, 8:40 then 9:30 every half hour.

Santa Rosa Municipal Transit (every hafl hour) (Monday-Friday)

Saturday—Hourly Service 7:10 to 5:45
on Route No. 1 and No. 2 (No. 1 includes Coddingtown on Saturday)

No Sat. service on Route 3

No. 1—County Admn. Bldg. and County Hospital

No. 2—Montgomery Village

No. 3—Coddingtown and County Adm.

No. 4—Cotati, Rohnert Pk., Sonoma State College (leaves every hr & 10 minutes from 6:55 a.m. til 5 p.m.—35c)

Joe's Transit Service (every half hour) Mon. - Sat.
Covers West and Southwest Santa Rosa

Rincon Valley Transit (every hr.) Monday thru Friday

Route 1 covers Rincon Valley area—Brush Creek Rd.—Montecito Blvd.—Middle Rincon Rd.—Calistoga Rd.

Route 2 covers portions of West and Northwest Santa Rosa to Marlow Road.
Zoned: Children 15-25c; Adults 25-35c

CIRCLE 'N SQUARES - Monroe Hall - W. College Ave.
Square Dance Beginners Classes Start Sept 22
7:30 p.m. - Wyatt Urton, Instructor - 75c per person

QUESTION MARKS - Women's Club Hall - Cotati
Square Dance Classes Start Sept 19 - 7:30 p.m.
First 3 lessons free - Harry Whitlock, Caller

MUSIC — DANCE — DRAMA

(Your Participation Invited)

SONOMA COUNTY CHORUS
A county wide choral group. New singers invited. S.R.J.C. Info: Harry Meyn 542-0315.

11—SYMPHONY AUDITIONS AND REHEARSALS
For: S. R. Sonoma County Symphony Orchestra. 7 p.m. S. R. High School Aud. Info: Nancy Berto 54-MUSIC.

14 & 19—SANTA ROSA COMMUNITY THEATRE TRY-OUTS
S. R. Jr. College. Rm. 10. Pioneer Hall. 7:30 p.m. Info: Julio Francescutti 545-1598.

18—OPERA WORKSHOP AUDITIONS
Sonoma State College. 6:30 p.m. New Choral rm. of Music Bldg. Local singers invited.

28—DANCE WORKSHOP
Sonoma State College. 7 p.m. New Music Bldg. No. 76

SWEET ADELINES

Women's Barbershop Singing Group. Meet every Wed. 8 p.m. Christ Church, Methodist 1717 Yulupa Ave. Info: Wilda Kobzeff 542-6261.

S.P.E.B.S.Q.S.A.

Society for Preservation and Encouragement of Barber Shop Quartet Singing in America. Meets Every Monday, 8 p.m. El Rancho Motel. Visitors invited.

SQUARE DANCE

CIRCLE 'N SQUARES-Monroe Clubhouse
Wkshop every Thurs. 8 p.m. Party nights 2nd & 5th Sat. 8:30 p.m. Info: Mrs. Webb Sizemore. Beginners Class starts Sept. 22. Instructor: Wyatt Urton 823-3285. (see adv.)

MARKWESTERNERS-Monroe Clubhouse
Wkshop. every Tues. 8-10 p.m. Party night 4th Sat. 8:30-11:30 p.m. Club caller Skip Graham. Info: Mrs. L. E. Drennan 546-3457.

PAIR O' DICE SQUARES-Native Sons Hall
Wkshop. every Tues. 7:30 p.m. Pie Night 1st Tues. Hoedown 2nd Sat. Club caller, Sparky Sparks.

QUESTION MARKS-Women's Club Hall-Cotati
Wkshop. every Tues. 8 p.m. Hoedown Sept 23. Info: Mrs. Harold Mandt 795-4254. Classes start Sept. 17. 7:30 p.m. First 3 lessons free. Harry Whitlock, caller. (see adv.)

SINGLE 8's SQUARE DANCE CLUB
Age 21 or over. Wkshop every Wed. First Meth. Church 8 p.m. Ballroom dance third Fri. Kleist's Heidelberg, Old Redwood Hwy. 9 p.m. Info: 545-1513.

STUMP JUMPERS-Novato
16—Hoedown, Dave Milano club caller. Every Wed. Wkshop. 8 p.m. I.D.E.S.I. Hall Sweetzer & Machin St.

30—NO. CALIF. SQUARE DANCERS ASSN. STAMPEDE
Vets. Mem. Bldg. 8:30 p.m. By member card. Info: Jerry Kent 544-5813.

THE GLASS OWL

113 Washington St ***Petaluma***

Handcrafted Gifts ● Gallery
Closed Wednesdays, Sundays, Holidays
707/762-4118

VALLEY OF THE MOON
(Scenic-Historical)

KENWOOD—Picnic and Swim areas.

GLEN ELLEN—Near Jack London State Park.

SONOMA—Historical Tour. Site of Calif. Bear Flag Raising.

THE COTTAGE & CABLE CAR
FINE ANTIQUES & INTERNATIONAL GIFTS
Fri.-Sat.-Sun 10400 Sonoma Hwy., Kenwood

BRUNDAGE SONOMA — ON THE PLAZA
Fine Teas — Chutneys — Candies — Gifts — Candles
FANCY SOAPS 938-4388

RUGGLES
RECORDERS — MUSIC AND ART SUPPLIES
West Side of Plaza, Sonoma 938-2590

BOYES HOT SPRING RESORT & SPA
Indoor Hydro-Therapy Pool—Steam Room &
Steam Pool—Eucalyptus Sauna—Viking Sauna
— Expert Massage —
Large Outdoor Pool and Lawn Area.
Boyes Blvd. & Pine Ave. **(707) 996-0366**
2 miles north of Sonoma **Boyes Hot Springs**

September 29-30-Oct. 1

21st Annual
VALLEY OF THE MOON
VINTAGE FESTIVAL
SONOMA
Theme : "Pre-1900 Era"

HISTORICAL HAPPENINGS
SATURDAY & SUNDAY
Around the Plaza — On the hour

Kiddie Parade — 10 a.m. Saturday
Blessing of the Grapes — 11 a.m. Saturday

Friday through **Sunday** Evening at SONOMA PLAZA

Music and Entertainment
Fun Fair Rides
Indian Village
Square and Folk Dancing

Fun & Food Booths for the Entire Family
Chicken Barbeque & Ham Dinner
Window Displays—Exhibits
Open House for local Wineries
Flower and Art Show

Sept. 9 — Twinning Ceremony-General Vallejo Home
City of Sonoma and Chambolle-Musigny, France

NEARBY CALIFORNIA STATE PARKS

(Partial Listing)

STATE PARK INFORMATION

May be obtained at District 2 Headquarters Office, Division of Beaches and Parks, 1617 Terrace Way, Santa Rosa, phone 542-7190 or write to Division of Beaches and Parks, P.O. Box 1296, Santa Rosa.

***Open to public from 10:00 a.m. to 6:00 p.m. during Daylight Savings time. 9:00 a.m. to 6:00 p.m. remainder of the year. Custodians on duty for information.**

IN SONOMA COUNTY

***ARMSTRONG REDWOODS—Near Guerneville, Hwy. 12**
400 acres of giant Redwood trees. This magnificent grove is an ideal place for nature lovers to visit. A group of majestic redwoods, 17 in number, constitute Luther Burbank Circle. See the Colonel Armstrong Tree, about 15 feet in diameter; the Parson Jones, tallest tree, about 300 feet high; the Outdoor Theater, surrounded by graceful trees. Large picnic area and camp grounds.

SONOMA COAST BEACHES—North of Bodega Bay
9 miles of shoreline from N. to S.; Goat Rock Beach, Shell Beach, Wirght's Beach (picnic site with 30 campsites for tent or trailer). Portuguese Beach, Arch Rock Beach, Salmon Creek Beach. Surf not safe for swimming.

***FORT ROSS—Hwy. 1, 12 Mi. No. Jenner (No. 5)**
California hdqts. of Russian-American Fur Co., 1812-1841. Few picnic tables in cove along beach.

***RANCHO PETALUMA ADOBE—East of Petaluma (No. 18)**
Hdqts. of Gen. Mariano G. Vallejo's Rancho Petaluma. Largest adobe ranch house in California, constructed 1834.



Come see how much livi

Oakmont is the adult community for unretiring people over 45. Right in your own back yard you can enjoy shuffleboard, lawn bowling, sauna baths, an Olympic size pool, a $500,000 community center and a championship 18-hole golf course. Oakmont homes and apartments are priced from $19,150 to $34,300.

OAKMONT GOLF CLUB DINING ROOM • NOW OPEN
Special Weekend Brunch Sat. & Sun. 10-2 p.m. • Open to

OAKMONT IN THE VALLEY OF THE MOO
or Call Santa Ros
7.5 miles east of Highway

***JACK LONDON HISTORICAL STATE PARK—Glen Ellen**
40-acre Park—Fabled Wolf House ruins, Museum and Library in Jack London home.

***SAN FRANCISCO SOLANO MISSION—Sonoma (No. 3)**
California mission of Mexican Period, founded by Padre Jose Altamira, July 4, 1823. The last and most northerly of California Missions. An exhibit of paintings of all California missions is on display. 114 E. Spain St.

GENERAL VALLEJO HOME—Sonoma (No. 4)
American Period home of Gen. Mariano G. Vallejo, constructed in 1851. Museum building erected from materials shipped around the Horn from Switzerland. Interesting garden with trees and shrubs from many countries.

IN MENDOCINO COUNTY

HENDY WOODS STATE PARK
Hwy. 128 3 mi. E. of Philo. Redwood grove, camping & picnicking. 604 acres.

MacKERRICHER STATE PARK
3 mi. No. of Fort Bragg. Lake Cleone within Park boundaries. Picnicking & camping. 285 acres.

PAUL M. DIMMICK STATE RECREATION
Hwy. 128, on Navarro River. Summer use only. 12 acres.

RUSSIAN GULCH
Hwy. 1 near Ft. Bragg. Camping, ocean headlands, Redwood & Douglas Fir. 1162 acres.

VAN DAMME STATE PARK
Hwy. 1, near Ft. Bragg. Sandy beach, camping, picnicking, River, rock & surf fishing. 1829 acres.

IN LAKE COUNTY

CLEAR LAKE STATE PARK—Lake County
Near Kelseyville. Boating, fishing, swimming, camping, picnicking. 560 acres.



iving you buy in Oakmont

OAKMONT GOLF CLUB

18 hole championship course

Open to the public

Golf Reservations: (Code 707-544-0415)

Green Fees, Weekdays $3.50

Saturdays, Sundays, Holidays $6.00

Ladies Day—Wednesday Mornings—$1.50

OPEN • 10 a.m. Tuesday thru Sunday, Closed Monday
en to Public • Res.: Restaurant & Cocktail Lounge 544-3111

MOON, SANTA ROSA—P.O. BOX 2361
a Rosa 544-0333
hway 101 on Highway 12

WHERE TO DINE IN SANTA ROSA

CHINESE KITCHEN **545-9478**
Serving Noon to 9 p.m. — Take Home or Deliver
505 Mendocino Ave., Santa Rosa (Closed Mon.)

BLACK FOREST INN
A delightful new dining experience in a Continental setting. Open for luncheon, Mon. thru Fri. from 11:30 a.m. Cocktails, dinner and banquets open 7 days a week from 11:30 a.m. 'till midnite. Waiting to satisfy your most discriminate taste in food, drink, and atmosphere are your hosts: Bob Schreck, Maitre D'Hotel and Dieter Meier, Chef de Cuisine. Corner of Sonoma Hwy 12 and Calistoga Rd.
St. Francis Shopping Center 544-6222

CHUCK'S
Steaks—Shakes—Pancakes
Dining for all the family in homey, bright, cheerful atmosphere with moderate prices. Home of the Outstanding double-deck Burger-55c; Steak Special $1.29. Baby foods-Hi Lo Plates-Chili Dishes. Breakfast, lunch & dining specials served anytime. Open 24 hours daily.
Fourth & College 545-3656

EL RANCHO-TROPICANA
DE LUXE COFFEE SHOP for speedy service, open 24 hrs. TROPICAL ROOM for sophisticated dining at popular prices. Merchants lunch $1.35. Dinners from $2.45. Banquet facilities and convention hall from 10 to 1,000 persons. Cocktail Lounge. Entertainment. 180 de luxe units, 3 pools and playgrounds. Official Redwood Empire ticket office for Oakland Raiders.
2200 Santa Rosa Ave. 542-3655

FLAMINGO HOTEL — THE KAUAI KAI
Newest in Santa Rosa — the KAUAI KAI — an exotic Polynesian delight. Serving Breakfast, Lunch and dinner. Champagne Room and Cocktail Lounge. Dinner Dancing. Piano Bar. Elegant Sunday Buffet Brunch 10 a.m.-2 p.m. Meeting and Banquet facilities for up to 600 persons. 4th & Farmers Lane 545-6310

FORTY-NINER DRIVE-IN
A garden setting for indoor and outdoor service Glorious hamburgers broiled to order. Shakes, Sundaes, and many other deliciously prepared foods for your eating pleasure. A good place to take all the family. Open Mon.-Sat. 10 a.m.; Sun. 11 a.m. CALL 545-6961 FOR TAKE-OUT ORDERS.
901 Fourth St.

HIGHLAND HOUSE
The Striking Dining Room — the corner charcoal broiler — where you may see your steak being prepared to your taste — the fireplace cocktail lounge—the spectacular view of the rolling hills — plus a delicious dinner ranging from $1.75. U.S. Choice Steak dinner from $2.25. All this for you to enjoy. Private Parties and Banquets in "Carriage Room."
Out Sonoma Hwy. (No. 12) 542-0928

THE HILLTOPPER
A beautiful new restaurant overlooking the city through the treetops. Open 4 p.m. Dinners 5-12 p.m. Closed Monday. Your favorite cocktails served. Lillie Mae at the organ, 9 to 1 Tues thru Sat. Dancing every night but Sunday. Complete continental dinner selection plus steaks. Private parties welcome. Luncheon banquets from 50 to 175 persons and dinner banquets to 60 persons.
3901 Montgomery Drive LI 5-0223

ROGERS DRIVE-IN
4 LOCATIONS **OUTSIDE TABLES**
Montecito Shopping Center, Santa Rosa
Steele Lane, Coddingtown, Santa Rosa
1800 Mendocino Avenue, Santa Rosa
1129 Sebastopol Road, Santa Rosa
Open 7 days 11 a.m. - 10 p.m.
Roger L. Pigsley, Owner
The Best in Hamburgers—Hot Dogs—Frosties—Shakes

WHERE TO DINE IN SANTA ROSA

All You Can Eat - Family Table - 545-5937
In Occidental Hotel, 5th & B, Dntn. Santa Rosa
Lunch 11a.m.-4p.m.; Dinner 4-9p.m. $1.59; 7 days

INGEBORG'S DINNERHAUS
Host: "Sig" Sigwalt, Chef: "Bob" Mansheim. Sophisticated Dining for Particular People. Cooking with a foreign accent. Luncheon, 11:30 to 2:30. Dinner 5:00 to 10:00. Holidays, 2:00 to 9:00. Closed Tuesdays. Open for private groups on Tues. Luncheon or dinner. Minimum 20-30 persons. Meetings or cards.
621 College Ave. 546-5145

LENA'S
"Three Generations of Fine Foods." Featuring Italian food. A friendly, cozy place, attractively decorated with intimate lighting. Booths and Dining Area around dance floor. Leon Pasco 6 piece orchestra playing Fri. and Sat. nights. Completely new banquet facilities for parties 15 to 250. Popular cocktail lounge. Luncheon 11:30 to 2:30. Dinner 5 to 11 wkdys; 5 to 12 Saturday. Private banquet room. Closed Monday. Corner of West 6th and Adams. 545-1986.

LOS ROBLES LODGE
Gourmet Restaurant features European and American elegance. Neptune Buffet (an elaborate display of seafoods) for luncheon and dinner Fridays. Golden Oaks Cocktail Lounge, Dancing Fri.-Sat. to Nick Bardes and his Knickerbockers. Cheerful Coffee Shop. Moderate prices. Banquet rooms for up to 350. Your host: Claus Nuemann.
925 Edwards Ave. 545-3646

MAC'S KOSHER STYLE
DELICATESSEN AND SANDWICH SHOP
Featuring Hot Corn Beef — Pastrami — Russian Rye Bread — Homemade Pies — Dorfer's Cheese Cake — Delicatessen Items — Imported Beers — Catering — Breakfast served until 10:30 a.m. Open 7 a.m. to 6 p.m. (Closed Sunday).
630 Fourth Street 545-3785

MARSHALL HOUSE
One of Santa Rosa's oldest homes—now its newest restaurant! The Blue Room, and the Rose Room with original crystal chandeliers, embossed paneling, stained glass, and unusual antiques. Now serving lunches. Mon. thru Sat. Cater to Special Parties, Breakfast meetings—Dinners, Weddings and Receptions. Harriet Watson, owner.
835 Second Street 542-5305

MILL'S PATIO
Sonoma County's only exclusive Charcoal Broiler House—specializing in complete barbecued dinners —steaks—choice of six loin cuts—spareribs, chicken, P-Nut Ham. Also serving Ocean Fresh Fish. Prices range from $1.45 to $2.95; Cocktails from 2 to 2. Dinners 4:30 to midnite. Closed Tuesday.
2755 Mendocino Ave.—542-5680—Dot and Jim Mills

DON'T Put Your Dirty Car In A Clean Garage

TAKE it to
BUD SHEPARD'S CAR WASH

Fourth and Montgomery **545-8920**
RIGHT DOWN TOWN ——— Santa Rosa

WHERE TO DINE IN SANTA ROSA

KLEIST'S HEIDELBERG-6422 Old Red. Hwy. 838-9986
German & American Food or Smorgasbord - Open 11 a.m. Dancing-Sat. Nite & Sun. Aft-Clo. Mo. Tu.

OAKMONT Golf Club Dining Room

The place to entertain your favorite friends in a delightful picturesque setting overlooking the rolling greens of Oakmont Golf Course. You'll find excellent food and a friendly atmosphere. OPEN TO THE PUBLIC. Breakfast, luncheon and dinner. Open from 9 a.m. Cocktail Lounge. Special week-end brunch. Sat. & Sun. 10-2 p.m.
6 miles East of Santa Rosa on Hwy.12 544-3111

SADDLE 'N SIRLOIN—Montgomery Village

You'll enjoy the charcoal broiled steaks, prepared before your eyes in a Western atmosphere reminiscent of the early pioneers. Visit the unique Cocktail Lounge, open 10 a.m. See the gigantic Kodiak Bear and the beautiful painting of the "Palomino." Ranch-hand luncheon from $1.45. Dinner menu from $2.50. Private Banquet Rooms. Open daily at 11 a.m.
2400 Midway Drive. Montgomery Village 542-0975

THE SIZZLER

Western Ranch Style Atmosphere. Very fast serve-yourself service. "Goodie" bar for your hamburgers. Specialties: Steak sandwiches 89c, famous sirloin steak with baked potato or French fries, and French roll served on sizzling platter, only $1.29. Children ½ price on all steaks. Crisp, cold salads. Homemade pies and cakes. Open 11 a.m. - 9 p.m. daily.
1202 Steele Lane, Coddingtown 545-7465
2446 Patio Court, Montgomery Village 544-0931

SMORGASHOUSE

Featuring a variety of 30 crisp, delicious salads, 7 hot dishes, including our own specially prepared fried chicken, served in a warm and friendly atmosphere "just like home." All you can eat. $1.00 lunch. $1.50 dinner. Open 7 days a week. 11:30 a.m.-2 p.m. dinner 5-9 p.m. Serving dinner all day Sat. & Sun.
4618 Old Redwood Hwy. 546-8097

THE TOPAZ ROOM

California's World Famous Restaurant with its $100,000 antique crystal and china display. A beautiful dining room for entertaining at birthdays, weddings or any occasion. Continental cuisine. Cocktails. Closed Sunday. Open for Luncheons and Dinners. Your host: Neil B. Blumenthal.
216 Hinton St. on Court House Square. 542-7753

SHAKEY'S

PIZZA PARLOR &

Ye Public house

THE FAMILY FUN PLACE OF SANTA ROSA

Cleveland at Russell — North of Coddingtown

PIZZA — FRIED CHICKEN — BEER — SOFT DRINKS

LIVE BANJO & RAGTIME PIANO

WHERE TO DINE (SOUTH OF SANTA ROSA)



THREE LIONS RESTAURANT
3345 Santa Rosa Ave.
COFFEE SHOP
DINING ROOM
COCKTAIL LOUNGE
BANQUET FACILITIES
544-6523

THE GREEN MILL INN

Look for the familiar Green Windmill as you near the freeway turnoff at Cotati. A popular eating place featuring its famous Smorgasbord with dinners. Earle Bond at the organ nightly from 7 p.m. Dancing to 6 piece orchestra Fri. & Sat. from 9 p.m. Private rooms for large and small banquets. Open noon to midnite daily. Cocktail Lounge open 'til 2 a.m. Les & Maxine Taylor, owners 9 mi. so. of Santa Rosa Located on Old Redwood Hwy. Petaluma 795-4303



Sonoma Joe's
(Casa Montero)
SPANISH RENAISSANCE DECOR
CONTINENTAL MENU
Specialty: Authentic dinner from Spain
Special Buffet Luncheon 11-5 p.m.
Dinner — Banquet — Cocktails
OPEN 7 DAYS A WEEK
3 miles north of Petaluma on 101 freeway—795-5800

MEETINGS and CONVENTIONS

15-16—NO. BAY ENGINEERING & GRADING CONTRACTORS
Flamingo Hotel-Dinner Dance on Sat. (150 exp.)

16—COUNTY-WIDE RETAIL GROCERS DINNER DANCE
Vets. Mem. Bldg. (500 exp.)

23—HIGH-TWELVE INTERNATIONAL AREA MEETING
Hdqts. - El Rancho Motel - Approx. 150 exp.

29—G. A. R. DISTRICT MEETING
Vets. Mem. Bldg. 12 noon (100 exp.)

30—NO. CALIF. SQUARE DANCERS ASSN. STAMPEDE
Vets. Mem. Bldg. (400 exp.)

"JUST MINUTES TO A CLEAN CAR"
Karl's Automatic Car Wash, Inc.
"SPRAWAX" YOUR CAR
Week days — 8:30 to 5:00 p.m.
Sunday 9 a.m.-2 p.m.
1010 Santa Rosa Ave., S.R. (Auto Row) 542-3076

ENJOY ALL SONOMA COUNTY

SONOMA
NATIONAL GOLF COURSE
Breakfast & Lunch Served Daily
Banquets a Specialty
Swimming Pool
Golf Res.: 996-0944—996-0300
Open to the Public
Arnold Drive near Boyes Blvd.



LUCKY '7' Miniature Golf Course—Indoor Game Room —Baseball Range. Wkdys. 10a.m.-11p.m. Sat.-Sun 9am-12 Midnight. 4575 Sonoma Hwy, Santa Rosa 542-6480

Fairgrounds Golf Course — Santa Rosa
9 holes — 1500 yds. — 29 par — Open to Public
Sonoma County Fairgrounds 546-2469

MORTON'S WARM SPRINGS - Kenwood 833-5511
3 pools, incl. Child's wading pool and sprinkler.
Lg. lawn picnic area, Barbeque pits.
12 miles from S. R. off Hwy. 12.

PARADISE PICNIC GROUNDS—Kenwood—833-4521
Heated swimming pool, miniature golf, barbecue pits, lawn and shade trees. Ideal for day's outing.
Open daily—Fountain—Kitchen Cottages Available

PLAY GOLF!
AT WIKIUP SANTA ROSA
4 miles North on Old Redwood Hwy.
TRICKY 29 PAR — 9 HOLE COURSE
Lessons, Ed Stocke 546-8787
$1.25 per Round
$2.25 Weekends



Would you like to see our winery? BE OUR GUEST AT ASTI . . .

A warm welcome always awaits you and your friends at ITALIAN SWISS COLONY — the romantic wine-making community. As our guest, you are cordially invited to visit our winery and enjoy the hospitality of our tasting room. Guided tours daily.

ITALIAN SWISS COLONY AT ASTI
30 Miles North of Santa Rosa
On the Redwood Highway, U.S. 101

WHERE TO DINE (SONOMA)

AL GORDON'S RESTAURANT LA CASA-Sonoma
Traditional Mexican Food in the atmosphere of OLD SONOMA and from the Land South of tthe Border. Visit LA CASA and the EL PASEO de SONOMA Complex. 127 East Spain St., across from the Mission at the Plaza. Luncheon from 11:30 a.m. Dinner from 5 p.m. Closed Wednesdays. Telephone for reservations 938-3406. Private dining room available for parties on reservation.

CONTINENTAL HOUSE — Sonoma
Dine in the intimate atmosphere of lamplight. European cuisine featuring most popular entrees from various countries—such as Beef Stroganoff, Rouladen and many more. Lunches daily. Sandwiches, salads and our famous home made pies and cheesecake. Beer and wine. Hours, 11 a.m.-3 p.m. Dinners 5-9 p.m. Clo. Mon. 101 East Napa St. On the Plaza. 938-2845.

EL DORADO—Sonoma
Dine in an historic old adobe. Serving the best of Italian Family-Style Dinners featuring homemade ravioli and malfatti from $1.75. Special Midweek dinners from $1.50. Also a la carte. Historic Murals in Cocktail Lounge. Private Dining Room for small parties. Open daily from 11 a.m. except Thursday. Terrific luncheon menu. Special dinners on holidays. Across from NW corner Sonoma Plaza 938-4848

INGRID'S OF SWEDEN—Sonoma
Finest Swedish Smorgasbord. Open daily except Mon. and Tues. from 11:30 a.m. to 3 p.m. and from 5 p.m. to 9 p.m. Reservations for special parties. We serve wine and beer. Our speciality is EXCELLENT Swedish food.
20872 Broadway, Sonoma 938-4930

WHERE TO DINE (Glen Ellen)

LONDON LODGE in Glen Ellen
Dining Room and Patio overlooking beautiful Sonoma Creek. Open daily 11 a.m.-2 a.m. for cocktails, lunch and dinner. Special brunch on Sun. 10 a.m.-2 p.m. Available for all types of Club functions. 2 Banquet rooms to serve you—private bar and beautiful fireplace. At entrance to Jack London State Park.
Glen Ellen 996-6306

WHERE TO DINE (KENWOOD)

BUNNY'S KOUNTRY KITCHEN—Kenwood
You'll recall grandmother's kitchen when you see the brightly painted kitchen chairs in the informal atmosphere of this highway restaurant. The platters of golden brown home fried chicken, bowls of mashed potatoes and vegetables, hot biscuits and honey-butter will tempt you to return often. Cocktails. Banquet room. Open wkdys. 4 p.m. Sun. & Holidays 12:30 p.m. Closed Mon. Midway between Santa Rosa and Sonoma on Hwy. 12 Kenwood.
833-4001

GOLDEN BEAR LODGE—Kenwood
Dine by the windows overlooking beautiful Sonoma Creek. Many entrees, including the original Swedish Smorgasbord. Enjoy your favorite cocktail by the open fireplace or in the outside Patio. Special dining room for private parties. Open weekdays from 4 p.m., Sundays from 1 p.m. Closed Thursdays. Two miles from directional sign on Sonoma Hwy. (No. 12 at Kenwood). Halfway between Santa Rosa and Sonoma. 833-5201

IN SANTA ROSA
THE GUIDE Suggests . . .

SANTA ROSA—California's "City Designed for Living" County Seat and major Shopping Center. Home of Luther Burbank Gardens and Santa Rosa Junior College.

RANCHO MONTECITO HARDWARE
All your hardware needs—Plus Postoffice
9-5:30 Mon. thru Sat., 10-3 Sun. (Postoffice weekdays)
763 Middle Rincon Rd. 542-4071

CAROLYN'S CREATIVE CRAFTS — Classes and supplies in resin and crafts. 544-0498
741 Village Court in Montgomery Village

SANTA ROSA UPHOLSTERY CO.
CUSTOM UPHOLSTERY
441 A Street, S.R. Jack Craig 545-5944

TIRES — TUBES — BATTERIES — Fast, efficient service.
CAR WASHING — Night Lube — Accessories — 542-4729
HEAD'S PHILLIPS "66" SERVICE—Mendocino & Steele Ln.

GEORGE L. RICHARD, REALTOR
Off.: 542-3207 2794 Fourth Street
Res.: 542-7920 *Multiple Listing Service*

Elegant Fabrics to make you a Fashion picture — — Glamorous trimmings—Full line of Notions and Patterns
THE YARDAGE SHOP — 2404 Magowan Dr. — 546-2887

Why settle for less?
45,000 BOOKS & PAPERBACKS
50,000 GREETING CARDS
Books Inc.
IN
CODDINGTOWN
Santa Rosa's Big Bookstore
OPEN EVENINGS & SUNDAY
Serving California Since 1851

RIDLEY TRAVEL SERVICE
INFORMATION AND TICKETS
545-5020
OCCIDENTAL HOTEL LOBBY
Santa Rosa

ODD FELLOWS TEMPLE
NOW AVAILABLE FOR
- **PARTIES**
- **FASHION SHOWS**
- **DANCES**

Also Catering for
DINNER, LUNCH AND WEDDING RECEPTIONS
545 Pacific Ave. Santa Rosa 546-1591

RUSSIAN RIVER REGION
(See It All)

Miles of sunny river bank beaches—majestic Redwood Trees—Rugged Ocean Shores. Enjoy swimming, boating, horseback riding, fishing, golfing, picnicking, hayrides, river cruise rides—accomodations for all the family.

WHERE TO DINE (RUSSIAN RIVER)

BURDON'S FONDA MEXICANA—Guerneville
A restaurant of distinction — our Twenty - second year. Fine MEXICAN and AMERICAN Dishes — Cocktails and Fine Wines—Open 5 p.m. to 10 p.m. Closed on Mondays.
NELL, DICK and BRADLEY
Rio Nido Strip Guerneville 869-2615

HEXAGON HOUSE—Guerneville
Dining in a lazy atmosphere of contemporary rustic distinction. French and American dinners. Cocktails in the garden lanai. Banquet hall over 100. Open 6 to 11 p.m. nightly, Sundays at 5 p.m. De luxe cabins, new motel and pools. At entrance Armstrong Woods State Park. 869-2271

WHERE TO DINE (WEST OF SANTA ROSA)

JENNER-BY-THE-SEA—On the Coast
"When you care enough to enjoy the best." Open year-'round. Specializing in delicious sea food dinners. Boston Clam Chowder, a specialty. Cocktails, Open 7 days a week. Continuous service-Breakfast-lunch-dinner. Banquets and parties invited. Where the Russian River meets the sea. One mile north of junction on State 116, on Highway 1.
Hazel and Jerry Berg 865-2430

NEGRI'S (Original) **OCCIDENTAL—Occidental**
Three generations of fine foods, serving Italian Family Style Dinners. Special Children Plates. Private Banquet Rooms available for large or small parties. Cocktail Bar and Lounge. Open every day from 12 noon serving luncheons and dinners.
Call Joe Negri 874-3623

UNION HOTEL-MOTEL—Occidental
"Since 1892." People drive for miles to have a family style Italian dinner with the Panizzeras in Occidental. The old style hotel and checkered tablecloths are only part of the early California atmosphere. Open daily 11:30 to 9 p.m. Banquet info. At foot of Graton-Occidental Rd., midway between Monte Rio and Freestone. 874-3662

FOR SPORTSMEN

All year-round Rock and Bottom Ocean Fishing
Salmon Fishing now in season.
(Chartered Boats available at Bodega Bay)
Fishing in Russian River and nearby lakes-streams.

THE TIDES

Motel — Restaurant — Wharf — Gift Shop
Cocktail Bar — Liquor Store — Retail Fish
Fishing Tackle and Bait Available
76 Service Station and Marine fuel dock
SCENIC HIGHWAY 1, BODEGA BAY
Wharf 875-3595 Motel & Restaurant 875-3553
"THE FISHING PARTY BOAT HEADQUARTERS"

PHYSICAL THERAPY
MASSAGE ZONE THERAPY
Call 546-7402

THE ENTERTAINMENT GUIDE
Is distributed monthly to hotels, motels, stores, leading restaurants, resorts transportation depots and all points of civic interest.

MONTGOMERY VILLAGE
IN EAST SANTA ROSA

ROBISON'S UNION SERVICE
7 a.m. to 10 p.m.—pickup and delivery service
Corner Hahman & Montgomery Drive—545-9429

Unruh Studio and Camera Shop
Cameras-One Day Film Finishing-Artists Supplies
510 Farmers Lane **Phone 545-1787**

VILLAGE HARDWARE
Interesting Gifts and Household Articles
2400 Sonoma Ave. (Sundays 9-2) 545-4162

WING'S
MATERNITY — UNIFORMS
546-7118 719 Village Court, Santa Rosa

RINCON CENTER LIQUORS
BALANCED GROCERY STOCK
4910 Sonoma Highway 545-3603

SPORTS

SIERRA CLUB, REDWOOD CHAPTER

Info: Mr. Ralph Whiting 545-6448
1, 2, 3, 4—Car Camping at Malakoff Diggins Historical State Park.
9—Evening Dinner Meeting at Howarth Park-Redwood Chapter South.
10—Hike to Point Bonita
16—Evening Dinner Meeting-Redwood Chapter No.
16-17—Car Camping at Iron Bridge Hole on the Navarro River
23-24—Camping at Hidden River on the Skunk Line
23—Jet Boat Trip on the Klamath River.

MARTINI & PRATI WINES, INC.
Dry Wines — Vermouth — Champagne
TASTING AND RETAIL ROOM
Visitors Welcome—Mon.-Sat., 9 to 4
(Laguna Rd., off Guerneville Hwy.)
823-2424

SANTA ROSA MOTELS

(Partial Listing)

Calif. Hwy. 12 — East of Santa Rosa

HILLSIDE INN MOTEL — BEST WESTERN
2901 Fourth St., near Farmers Lane 546-9353

RINCON VALLEY MODERN MOTEL
4215 Sonoma Highway 542-0687

U.S. Hwy. Business Route — South of Santa Rosa

CASA ROSA MOTEL
1884 Santa Rosa Avenue 542-5225

DIAMOND MOTEL
1800 Santa Rosa Avenue 545-1750

DOWNTOWN MOTEL
502 Santa Rosa Avenue 545-3523

HI-LO MOTEL
2690 Santa Rosa Avenue 545-7177

HOLIDAY INN OF AMERICA
3345 Santa Rosa Ave. 546-8711

HOLIDAY MOTEL
1390 Santa Rosa Avenue 542-1204

REDWOOD MOTEL
1670 Santa Rosa Avenue 545-0474

RUSTIC LUXURY MOTEL—BEST WESTERN
1500 Santa Rosa Avenue 546-4031

STARLITE MOTEL
3845 Santa Rosa Avenue 545-6802

TOWN HOUSE MOTEL
2363 Santa Rosa Avenue 546-4711

TRAVELODGE MOTEL
1815 Santa Rosa Avenue 542-3472

U.S. Hwy. 101 Business Route — North of Santa Rosa

CHANTILLY MOTEL
1880 Mendocino Avenue 542-5993

MOTEL 6
2760 Cleveland Avenue 546-9563

PELISSIER MOTEL
1875 Mendocino Avenue 545-1353

SHAMROCK MOTEL
2400 Mendocino Avenue 542-1382

TRAVELODGE DOWNTOWN MOTEL
College & Mendocino Aves. at Hwy. 12 .. 544-4141

SANTA ROSA HOTELS and MOTOR HOTELS

EL RANCHO—TROPICANA MOTOR LODGE
2200 Santa Rosa Avenue 542-3655

FLAMINGO MOTOR HOTEL
4th and Farmers Lane 545-6310

LOS ROBLES LODGE
925 Edwards Avenue 545-6330

SANTA ROSA HOTEL
508 Fourth Street 542-1742

HEALDSBURG MOTEL

FAIRVIEW MOTEL
74 Healdsburg Avenue 433-1117

WHAT TO SEE IN SANTA ROSA

LUTHER BURBANK GARDENS
Santa Rosa Ave. and Tupper St. A Memorial Garden on the site of Burbank's historic endeavors . . . a proud tribute to one man's life-time devotion to improving and beautifying the world around him. (Luther Burbank, born in Lancaster, Mass., March 7, 1849. Died in Santa Rosa, April 11, 1926.)

"THE CHURCH BUILT FROM ONE TREE"
A block from the Luther Burbank Memorial in beautiful Julliard Park is the world-famous church built from one of nature's masterpieces, a single redwood tree which grew in nearby Guerneville.

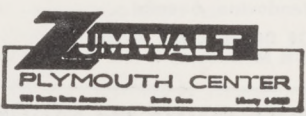
SANTA ROSA JUNIOR COLLEGE
A beautifully landscaped campus, with vine-covered buildings, situated among the stately oaks. On Mendocino Ave., opposite Pacific Avenue.

ARTRIUM GALLERY
Paintings, sculpture & ceramics by Rosinda Holmes of Healdsburg and Frank Lorenzo of S. R. Mon.-Fri. noon to 5 p.m. Sat. 1-4:30 p.m. 636-4th St.

CARRILLO GALLERY
Paintings, Pastels, Sculptures & Photographs by local Art students. Mon. thru Fri. 9:30 a.m.-12 & 2-5 p.m. 2424 Montgomery Drive.

Artists' Supplies—Paintings—Custom Picture Framing
BRUNER'S FINE ARTS
426 Fourth Street — Lamps & Shades — 545-0481

RENTAL AND SALE OF ORIGINAL ART
GILBERT'S CREATIVE ARTS
65 Santa Rosa Ave. 545-2838

Plymouth is out to win you over.
WITH 1967
PLYMOUTHS, VALIANTS & BARRACUDAS


955 SANTA ROSA AVENUE — 546-2820

ENTERTAINMENT GUIDE
Compiled and Distributed by
CITY HOSTESS SERVICE
Neva Jo Sheaffer
508 FOURTH ST. SANTA ROSA, CALIF.
Telephone 545-1995